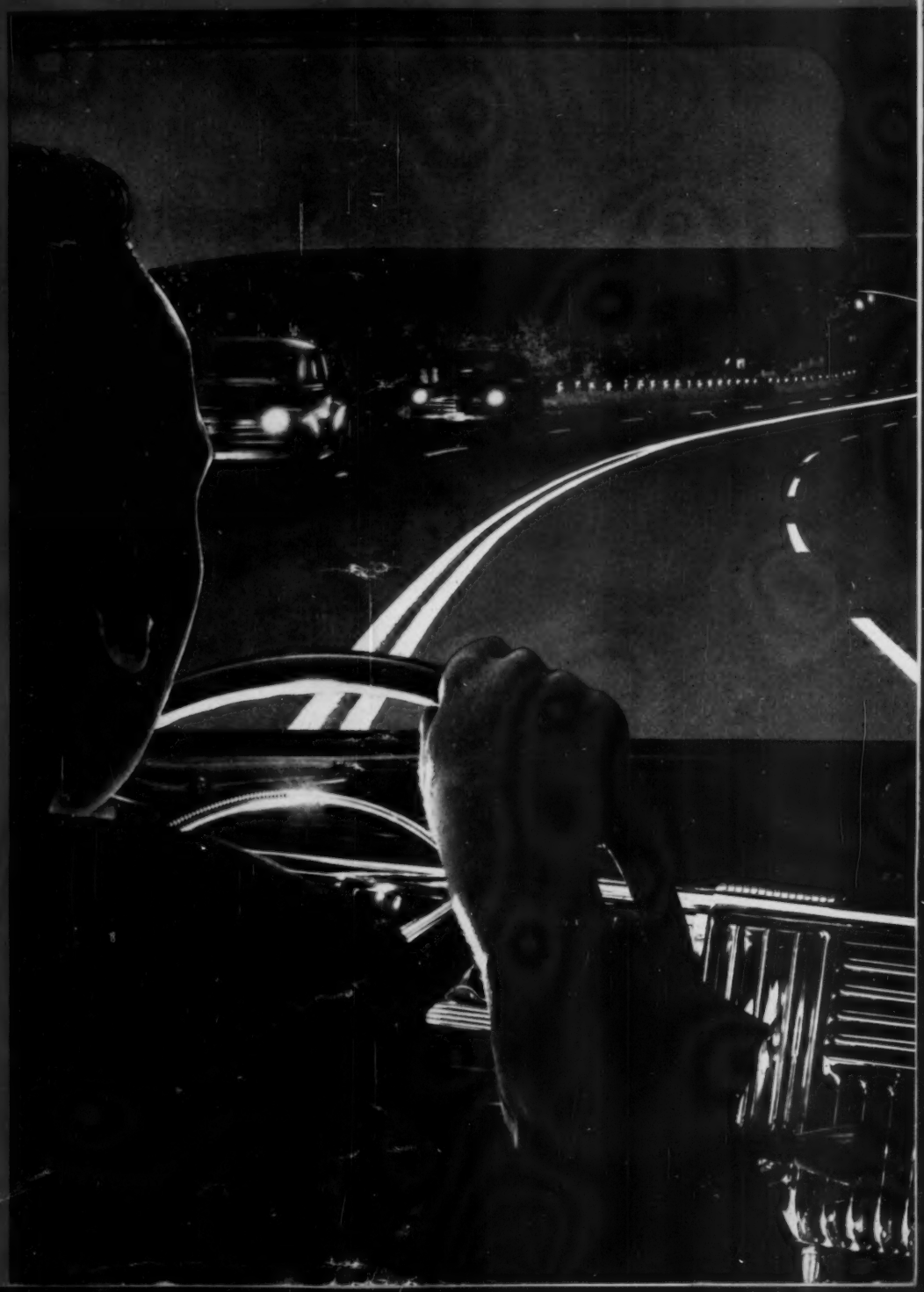
PUBLIC SAFETY

OCTOBER, 1956



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Harley-Davidson motorcycles give you "go anywhere" mobility

The Solo-mounted motorcycle officer moves with the tide of traffic — pacing it or whisking down narrow lanes to reach developing trouble spots. If necessary, he can even wheel down the sidewalk to by-pass jammed-up cars, solve small snarls — before they get big.

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BETWEEN STOPS

WE HAD TO throw out the usual format for this column—the miniature of our cover, the admonition to remember darkness brings danger, and to the fatigued and the mentally weary a reminder that that long white line can lull you to sleep—a victim of "highway hypnosis."

Our reason—A special issue of PUBLIC SAFETY devoted to the "Back the Attack on Traffic Accidents" campaign which opens on December 1 and continues all through 1957.

A word about the campaign and program:

The December "Back the Attack on Traffic Accidents" program supplants the S-D Day program this year. It's a month-long special emphasis campaign with stepped-up enforcement and heightened public support to slash the holiday traffic accident toll.

The Traffic and Transportation Conference of the National Safety Council fathered the "Back the Attack on Traffic Accidents" program, authorized a full-scale battle to end the nightmare of holiday accidents.

Governors, mayors, city managers, traffic officials, and all civic and business groups are being asked to marshal their forces to join the program.

Reversal of the holiday season toll can be accomplished only if John Q. Public joins with official and non-official agencies in making it his program.

A study of last year's holiday accident record shows that the main factors in traffic accidents were: excessive speed, drinking, darkness and pedestrian errors. The December drive is aimed at getting better individual cooperation as well as strong public support for toughened-up official action to control these "killers."

Promotional aids will feature "Back the Attack" posters and leaflets and bumper strips, new releases, radio scripts and spots plus a "how-to-do-it" planning guide.

And Mass Marketing Institute's "Operation Impact" program will prove a further help. Its kits for the months of November, December and January will be devoted to the "Back the Attack" theme. It will offer a 24-sheet poster stressing personal responsibility, public support of officials and public support for local safety organizations. In addition, local poster companies will provide on-the-spot assistance to public support groups in mustering public acceptance of the program.

In December and in '57 it's "Back the Attack on Traffic Accidents!"

PUBLIC SAFETY

VOLUME 49 NUMBER 4 OCTOBER, 1956

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THE NEED WAS NEVER GREATER

A. J. Gock

The Author

Robert Mitchell

By Henry E. North,
Vice President, Metropolitan Life Insurance Co., and Treasurer, California Traffic Safety Foundation

HARD-HITTING, continuing action!

That's the California recipe for traffic control and accident prevention. And it's the basic precept that guides the California Traffic Safety Foundation.

Because so many individuals and organizations interested in promoting traffic safety have asked about the Foundation, its organization and some of the problems met up with in the process of its founding, we present the basics here in the hope that it will prompt similar movements throughout America.

First of all, the California Traffic Safety Foundation is an independent, statewide citizens' organization patterned after recommendations set forth in President Eisenhower's White House Conference on Highway Safety held in February, 1954—the latest of a series of such national conferences called at Washington by the President of the United States. Leaders representing every segment of American life met with top traffic safety experts to develop further action for stemming the rising tide of traffic accidents throughout the Nation.

Reports of the Conference recommended more complete application of the basic traffic safety techniques (the Action Program) advocated by each White House Conference since 1946; and stressed especially the great need for effective traffic safety organization in every State and community. Several

hundred businessmen delegates to the 1954 Conference adopted a noteworthy report which reads, in part:

- **We can make the greatest contribution through organized action in our communities and States.**
- **As business men we can best respond to the President's appeal by giving our active support to the development and effective operation of State and local traffic safety organizations.**
- **State and community safety groups, when well organized, well financed, and well managed, have proved extremely effective as a rallying point for public support and as a working partner of official agencies.**
- **They represent a method of tackling community problems with which businessmen are well acquainted and which they are well equipped to help solve.**

The Business Advisory Panel of the President's Committee for Traffic Safety is translating these principles into positive action, by spurring business leaders into the actual development of state and community citizens' organizations.

Early in 1954, a group of top business and industrial leaders in California began to appraise the traffic situation in their state. The National Safety Council provided professional guidance and assistance.

They found among many significant facts that motor vehicle registration in California had risen beyond the 6½ million mark and continued to rise; that new residents were pouring into the state at the rate of more than a thousand per day; that many streets and highways were seriously congested; and in some cities peak-hour traffic jams had reached the point of strangulation.

Cost of traffic accidents in the State was running at a rate exceeding 400 million dollars per year. These are just a few of the measurable facts they found relating to the traffic toll. What grief and anguish our citizens suffer through this toll is immeasurable, and a cause of alarm and shame, especially since so much of it is preventable through more complete application of known accident prevention measures.

It was agreed by the group that there was great need for a statewide citizens organization which could give strong support to all phases of organized traffic control and accident prevention. Thus was conceived the California Traffic Safety Foundation, which was incorporated on January 4, 1956, as a non-profit, non-political organization, privately financed by California business interests, designed to be representative of all elements of California life, and dedicated to the task of providing active leadership for the control and prevention of traffic accidents.

Forty-one of the foremost business and civic leaders of California comprise the membership of the Foundation's Board of Directors, of whom fourteen serve as members of the Executive Committee. Officers for 1956 are: N. R. Sutherland, president, Pacific Gas and Electric Company, San Francisco, president; Robert Mitchell, president, Consolidated Rock Products Company, Los Angeles, vice president; James F. Crafts, president, Fireman's Fund Group, San Francisco, vice president; A. J. Gock, Bank of America, Los Angeles, secretary; Henry E. North, vice president, Metropolitan Life Insurance Company, San Francisco, treasurer, and Earl F. Campbell, formerly director of the Western Region, National Safety Council, managing director.

Over a period of about two years, while perfecting final plans for launching the Foundation, the organizing committee sponsored an active program of traffic safety, limited primarily to utilization of statewide facilities for public information. In this effort to arouse further interest in the traffic

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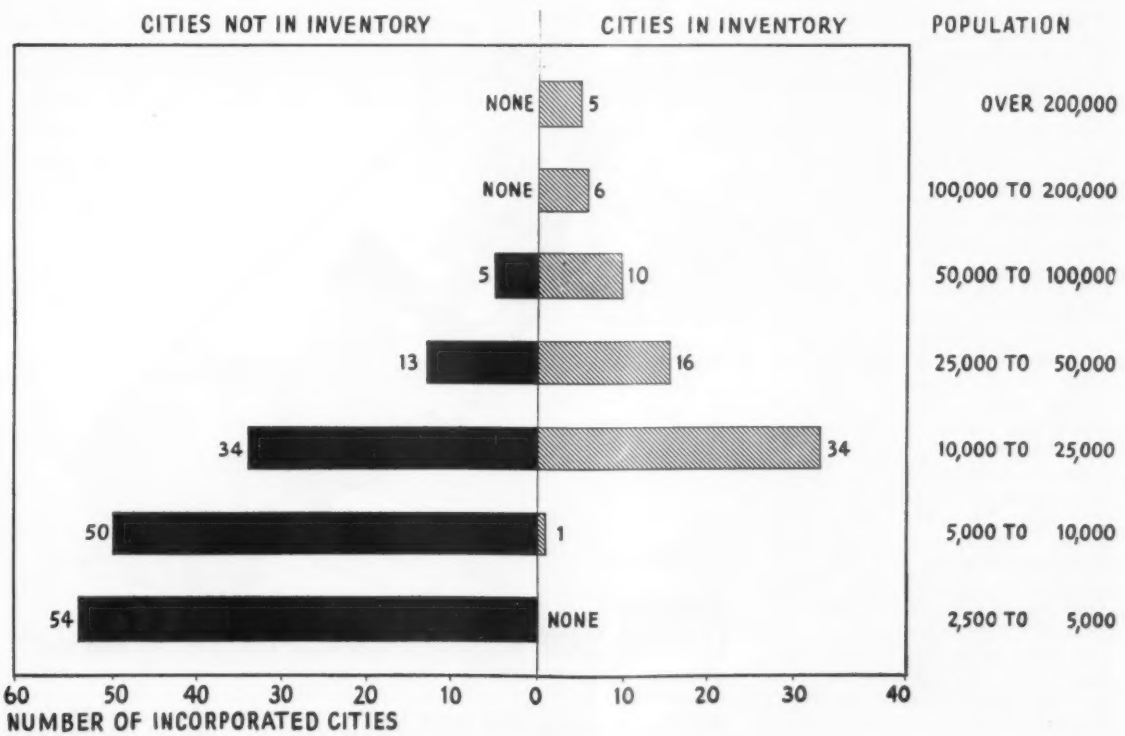

THE NEED WAS NEVER GREATER

accident problem, and educate the public on how to avoid accidents, cordial cooperation was given by the press, screen, radio and TV, and other media, and by many talented artists and well known personalities.

Structure

A safety organization needs the same structure as a corporation. Our organization structure covers members, board of directors, the officers listed in a foregoing paragraph, and the executive committee. The managing director and staff carry out the program through operating divisions in four major areas—Traffic Law Enforcement, Traffic Engineering, Public Information and School Safety. Two specialized services are also included: Research and Development and Field Services.

Our structure also provides for Advisory Conferences associated with each operating division plus the Program Planning Panel which is composed of full-time managers of existing safety councils.

The Advisory Conferences will be developed among representatives of all principal groups, interests and official agencies concerned with each particular field. Thus the Foundation will receive competent advice, and be enabled to work cooperatively with those agencies and groups in a position to render substantial support to essential safety action.

For the past two years—ever since the interim statewide safety program was launched—the full-time managers of existing local safety councils have been consulted on plans for the Foundation and its program activities. They and the officers and board members of their organizations have given valuable advice and assistance.

A close working relationship is maintained with all non-official groups which have a common interest in reducing traffic accidents, and with official agencies on the state, county and local levels.

The Foundation plans to provide on-the-ground field service on a statewide basis. To assist in the creation of new community or county traffic safety organizations; and, where requested, to cooperate with existing safety councils in the expansion of their traffic safety efforts.

A glance at the map shown in connection with this article pinpoints 19 counties (designated by shaded areas) populous enough to warrant the creation of countywide traffic safety councils administered by a full-time trained staff.

Eight counties already have Class "A" (full-time staff) safety organizations operating on a countywide basis. The opaque areas on the map show these existing organizations.

The need is urgent for all other California cities and towns to create citizens' traffic safety organizations, and for the expansion of traffic activities of existing councils. At present, there are approximately 16 safety councils or organizations throughout the state operating with only voluntary administration, or with limited, part-time salaried help.

One of the major purposes of the Foundation is to encourage all incorporated cities and towns in the state to make official reports in the Annual Inventory of Traffic Safety Activities conducted by the National Safety Council.

Details of Inventory procedures are given in a new NSC pamphlet, "A Yardstick." Copies may be obtained from the National Safety Council or the Foundation's headquarters office, 660 Market Street, San Francisco 4.

Partial Outline of Statewide Program

In addition to the projects mentioned, a comprehensive program will be undertaken, in cooperation with agencies or groups primarily interested, to meet the more immediate and obvious needs. Further activities will be developed progressively upon the basis of studies by competent authorities and special committees. Typical activities in the statewide program will include:

1. *Public Information.* A massive program of traffic safety education, to reach all the people through utilization of every practical media of public information;
2. *Use of Statistical Data.* Compilation, evaluation, dissemination and use in all activities, of statistical data on traffic control and safety;

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Creation of New County Safety Organizations

LEGEND

EXISTING COUNTY SAFETY COUNCIL-CLASS "A" (Full time staff)

POPULOUS COUNTIES THAT NEED CLASS "A" SAFETY COUNCILS

Safety with your Cereal

SMALL FRY all over America will soon be vying with one another in collecting plastic billboards, and—incidentally getting a safety message—just as soon as the new packages of Kellogg's Frosted Flakes and Pep hit the grocers' shelves.

The billboards, complete with imitation flood lights and full color miniature 24-sheets, will feature seven well-known products plus the safety poster from the National Safety Council. The NSC traffic plea directed to children reads: "Look *Before* You Cross Streets."

Premiums in breakfast food packages have been a big merchandising item for years but the plastic miniatures—whirling boomerangs, trucks, etc.—have really wowed the tiny tot and Junior G-Man set.

The side panel on 9 million packages of Kellogg's cereal will display each of the eight designs with the sponsor's name under each. So the Council's name and safety message will appear on 9 million packages of breakfast food.

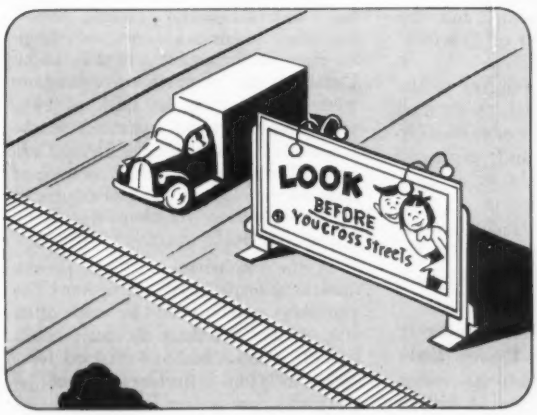
One-fourth of the packages will contain the National Safety Council poster on the plastic billboard premium.

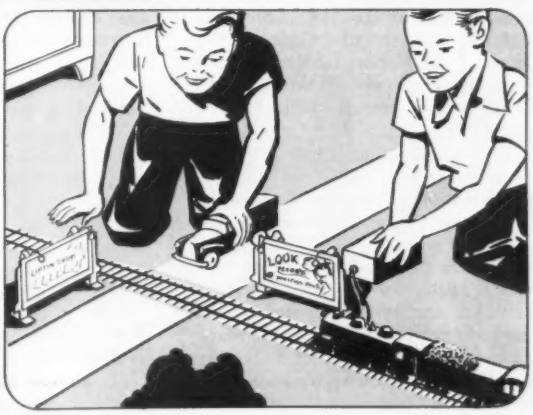
Promotion of the premium began approximately two weeks ago and two Kellogg TV shows, "Wild Bill Hickok" and "Superman" will soon carry plugs for the premium items.

The Kellogg Company has long been interested in accident prevention and a longtime member of the National Safety Council. They employ the Council's Complete Motor Transportation Services for their drivers, who have compiled an enviable record of professional safe driving performance.

On this page are a few of the illustrations from the TV film promoting the plastic billboards. Youngsters will use the panels to give an added touch of realism to their toy towns and miniature railroad rights-of-way.

And you can bet that Young America hasn't changed much its propensity for trading and dickering. Maybe you'll be hearing the small fry trading the miniature panels, too. If you do, it'll just mean that a safety message is gaining additional circulation.





Congressional Sub Committee visits National Safety Council headquarters seeking information on traffic control and accident prevention. From left: Congressman Samuel N. Friedel, of Maryland; Congressman Walter E. Rogers, of Texas; Congressman Kenneth A. Roberts, of Alabama; Congressman Paul Schenck, of Ohio; Martin W. Cunningham, of the Committee staff, and recorder, listen attentively as W. G. Johnson, assistant general manager of the National Safety Council, outlines skyrocketing travel trend and reduced death rate in Council's battle against traffic death.

Congressional Sub Committee Studies Traffic Accident Toll

Testimony on National Safety Council policies and programs presented in hearing at Council Headquarters.

THE Special Subcommittee on Traffic Safety of the United States House of Representatives, under the chairmanship of the Honorable Kenneth A. Roberts of Alabama, met August 9 in National Safety Council headquarters to obtain the Council's views on the present traffic accident emergency.

The committee previously had heard testimony from a number of witnesses in a series of hearings in Washington.

Members of the Congressional Special Sub Committee on Traffic Safety, in addition to the chairman, Congressman Roberts, are: Congressman John Valentine Beamer, of Indiana; Congressman Samuel N. Friedel, of Maryland; Congressman Walter E. Rogers, of Texas, and Congressman Paul Schenck, of Ohio.

While in Chicago, the Committee also heard representatives of the American Bar Association, the American College of Surgeons, and the International Association of Chiefs of Police.

Ned H. Dearborn, president of the National Safety Council, welcomed the Congressional Subcommittee to Council headquarters and expressed the Council's desire to be of all possible help.

Highlights of the Council's formal presentation, which was made by W. G. Johnson, assistant general manager, are summarized here:

Motor Vehicle Travel, Traffic Deaths, and Traffic Death Rate

The period 1925 to 1940 saw motor vehicle mileage rise from 12 billion to 32 billion vehicle miles per year. The same period saw the development of the concept of a balanced, comprehensive traffic safety program involving the major elements of Engineering, Enforcement and Education. Details of this comprehensive program were beginning as far back as 1936 to be reported and evaluated in the Council's National Traffic Safety Contest. The programs thus developed brought the mileage death rate—deaths per 100 million vehicle-miles—down 35 per cent in 15 years.

In the immediate post-war period, vehicle mileage began an upward rise probably unparalleled by any other statistic which reflects the daily habits of our citizens. Mileage doubled from 1946 to 1956. Accident prevention programs, previously found to be ef-

fective, were crystallized and detailed in the Action Program developed by a succession of White House Conferences. The application of these programs in cities and states progressed to a degree. The mileage death rate dropped 45 per cent from the end of the war to 1954.

In 1955, and thus far in 1956, the mileage death rate has risen slightly. It now appears that unless the trend is reversed, motor vehicle deaths may reach 42,000 in 1956—an all-time high.

There is good reason to believe that the continued rise in motor vehicle travel and its cumulative effects are dwarfing the traffic control programs thus far put into effect.

The nation has found it necessary as a matter of sound national policy to plan a $50 billion program to bring our interstate highway network up to date. A similarly conceived, monumental effort, even though less costly dollarwise, is required in the other phases of traffic management and control.

Using the Bureau of Public Roads traffic mileage predictions for 1966, we may anticipate killing 54,000 people in 1966 if the mileage death rate remains unchanged from current levels.

The Inventory

The Annual Inventory of Traffic Safety Activities is the National Safety Council's principal activity in furtherance of the Action Program. From detailed reports of cities and states the Council measures city and state programs against the standards and criteria established by professional groups and against the comparable programs of other cities and states. It was emphasized that standards are the *minimum* balanced program, and are not standards of perfection.

The Council returns to each state and reporting city a detailed analysis of its programs with appropriate comparisons, recommendations, and suggestions. Council staff present these in the states and larger cities and have the assistance of state official staffs and local safety council personnel in presenting analyses in smaller communities.

For 1955, the average performance of 47 reporting states was only 66 per cent of the minimum balanced program. Thus a major reason fatalities are rising is that the states have put into effect, or have been allowed by their people to put into effect, only two-thirds of the Action Program.

The average performance of 875 reporting cities over 10,000 population showed that only 50 per cent of the minimum Action Program was being used.

Instances of failure to keep pace with today's traffic requirements were cited. For example, a need for 10 per cent more police man-power may be identified in the Inventory. By the time this recommendation is presented formally, traffic has increased another 5 to 10 per cent. Some time later, by which time traffic has again gone up 3 to 7 per cent, the authorization for *one-half* of the originally required manpower is obtained. Thus, after a current addition to man-power, the city or state is farther behind present traffic requirements than it was when the statistics were compiled. So we have generally lost ground in recent years.

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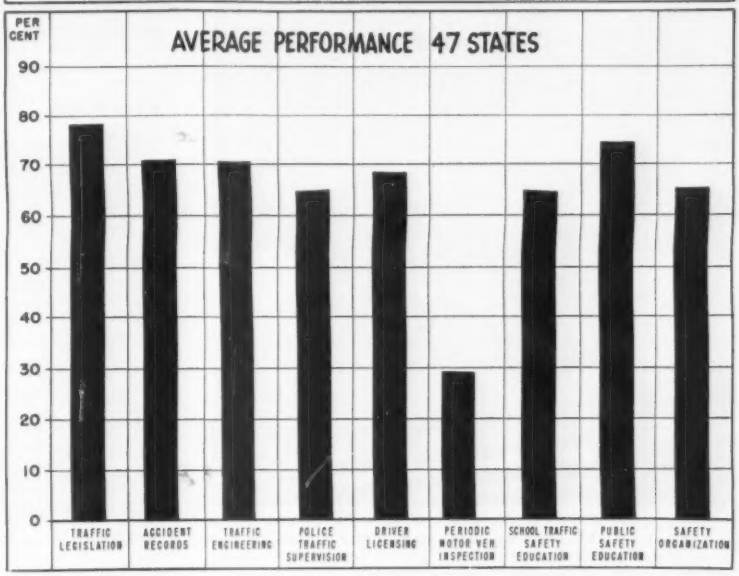
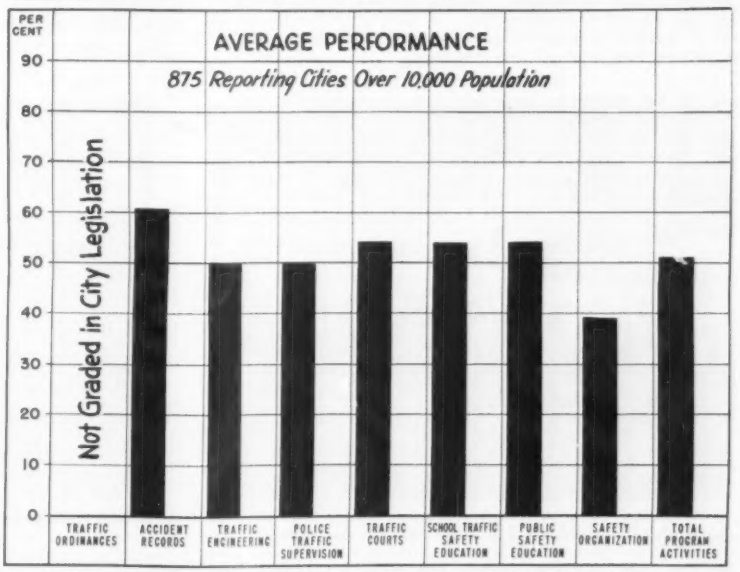
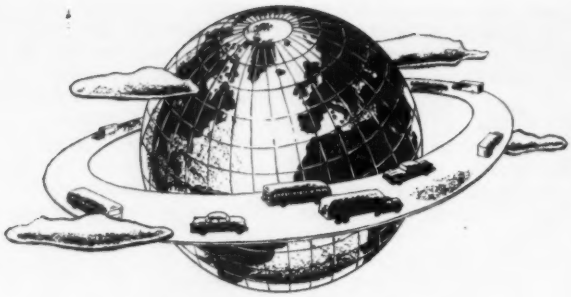
a Yardstick
FOR TRAFFIC MANAGEMENT AND ACCIDENT PREVENTION PROGRAMS





Source: Annual Inventory of Traffic Safety Activities, National Safety Council



News and Views

It doesn't pop out in the photo above quite like it does when you see it on the highway, but truck above owned by the Elgin Metal Casket Co., is doing a job of accident prevention with twin signs which read: "Pass on this side—Your business" and the one at the right—"Pass on this side—Our business." W. F. Leland, president of the company tells us they get reactions by mail from all over America.

"Duck fellas," they yell as honking car vies for its share of the road. Belleville (Wis.) ducks, petted and pampered by townsfolk last year when they nested inside village limits, have become traffic problem. Nearly 100 ducks are tying up the roads in town in their daily search for food.

Five Fatal Fallacies

FOR many years the National Safety Council has been preaching that a balanced program is the answer to the traffic problem—that no single cure-all will ever be found for its solution. We have believed and still do that safety is a way of life. So these words from the *Travelers 1956 Book of Street and Highway Accident Data* fit right in with our thinking:

"Safety is more than a slogan. It is an attitude of mind and a way of life. And as the road of all virtues is strewn with temptation, so is the path of safety. We call them fatal fallacies. The following are a few of the deadliest:

- "Pitting speed of reflexes against the modern automobile's super horsepower.
- "Feeling free to 'pour it on' on the straightaway no matter how clear the day, how dry the road, how straight or wide the highway.
- "Driving while intoxicated or weary in the vain hope that the homing instinct will assure safe arrival.
- "Reliance on built-in safety features to compensate for lack of care.
- "Believing, with the supreme confidence born of experience, that rules of the road are meant for beginners.

"These are some of the fatal fallacies which caused grievous death and injury on the highways of America in 1955. More than 80 per cent of all casualties occurred in accidents where there was some driving violation.

"This leads to the inescapable conclusion that accidents do not 'just happen.' And to believe that avoidance in the past means immunity in the future is the most fatal fallacy of all."

Salute to the Advertising Council

WE don't usually use this column to publicize salutes to organizations. But this one really rates it. Here is the text of a resolution adopted by the Board of Directors of the National Safety Council at the June meeting:

"Since 1946 the Advertising council and the National Safety Council have joined forces in the conduct of the 'Stop Accidents Campaign,'

Big moment for finalists in the Junior Chamber of Commerce Teen-Age Road-e-o in Washington, D. C. was visit to White House. Here youngsters have presented official jacket to President Eisenhower, who dropped urgent affairs of state to visit with youthful safe drivers, show them around.

Drive-ins have changed the habits of American shoppers and theater-goers. Now it's the drive-in jail. Camden, S. C. jail has all newest features. Patrol cars drive down ramp, deposit their prisoners at their cell door. What price progress?

Smoke signals! All-Indian volunteer fire department on the Onondaga (N. Y.) Indian Reservation is equipped with newest fire-fighting equipment. A far cry from the day when their ancestors used smoke signals for communications, today's braves are hep to radio communication, use it in their work.

which throughout these years has been one of the major factors in the national safety movement.

"The success of this campaign has been made possible by American business—the advertisers and the media which have contributed the space and time for safety messages. The Advertising Council has provided the opportunity and the coordination for this great public service program. The National Safety Council has made funds available for the actual cost of materials used in the campaign, but not for the talent, space and time, which have all been donated.

"In consideration of these facts, the Board of Directors of the National Safety Council hereby expresses its sincere appreciation to the Advertising Council, and to the advertisers and media represented by the Council, for the tremendous contribution which the 'Stop Accidents Campaign' has made to the saving of lives and the prevention of injuries; and expresses the hope that this cooperative effort between the two organizations may be continued in the years to come, with ever-increasing effectiveness."

Courtesy on the Highway

ONE of our friends—Alexander Hunt, director of safety for R. L. Kautz & Co., Los Angeles, writes to tell of his experiences as the owner of an *M-G*, the English sports car. In his first venture on the highway in his new car, Hunt describes the constant shifting and the feeling that he was like "the poor man's Barney Oldfield."

As he clattered down the highway, he spotted another *M-G* headed his way. Says Hunt, "For some reason I felt like an American soldier spotting another GI in the heart of Moscow. Just as the other car was about to pass, the driver waved. I waved back.

"Now if you think about it, the idea of one driver waving to another isn't really fantastic, yet among passenger car drivers, it is unheard of on our highways. Truck drivers sometimes signal each other, and—occasionally—a blonde in a convertible will rate some sort of greeting, but, otherwise, the average motorist is concerned only with the quickest way to get to his destination.

"If one M-G driver should see another on the side of the road, it would be unheard of for it to pass it up if some sort of help were needed. I have never seen one M-G driver cut another off at an intersection. They just don't act like ordinary drivers."

Seems like we've improved the mechanical condition of the cars we drive, and certainly the roads—imperfect as they are—are a far cry from the mud roads of yesteryear. But in one important respect drivers have failed to keep up with this march of progress—failed to match horsepower with horse sense. Remember this—*few courteous drivers become statistics!*

Might be a lesson here for all drivers to make "Courtesy their Code of the road."

You Gotta Dig To Weed Out Accidents

By Alfred C. Finch, Secretary,
National Fleet Safety Contest Committee

THE question most frequently asked at the Council's Motor Transportation Division is, "What do you recommend as an incentive?" "or bonus?" "or prize?" Emphasis is always on the *easy* and *quick* way to stop accidents. Rarely, do the questions concern how to go about analyzing the accident problems from case histories or past experience.

When a fleet director knows how he stands, what his fleet is doing wrong and where he wants to go he can attack motor vehicle accidents with better than average results.

To help fleet men analyze their accidents, the reverse side of the National Fleet Safety Contest Monthly Report Form NFSC-2 has a simple printed analysis.

Completing the analysis is optional for contest participation. Some contestants are quite consistent in furnishing information on the analysis section of the monthly report form. Others fail to use this section of the form and consequently derive no benefit from it. It is hoped that more and more contestants will fill in the analysis section each month making it possible to obtain samplings of accident cause data.

Each year, the Council's Statistical Division analyzes the reports of one or more of the competing groups and publishes this information in the Accident Rates pamphlet of the Motor Transportation Industry. This year, they will publish an analysis of the Milk and Ice Cream Division. It will tell how 386 of the reported 3,222 accidents happened in the retail and wholesale groups of the Milk and Ice Cream Division. This analysis reveals a wealth of helpful information.

The table on these pages compares the current analysis of the Milk and Ice Cream Division with previous analyses published in the Accident Rates pamphlet for prior years. The table includes in addition to the Milk and Ice Cream Division a resume of the City Bus operations published in the 1954-55 pamphlet, the Public Utilities operations published in the 1953-54 pamphlet and the City and Intercity operations of Common, Contract, and Private carriers published in the 1952-53 pamphlet.

We think it will surprise many to learn that the results of each of these breakdowns are quite similar. For instance, the "Movement of Vehicle" table shows that three basic movements cause most contestants trouble. On an average, passing (15 per cent), backing (20 per cent), and turning (12 per cent) are the most common vehicle movements in accidents. These three movements are the type that should not have involved good professional drivers in accidents.

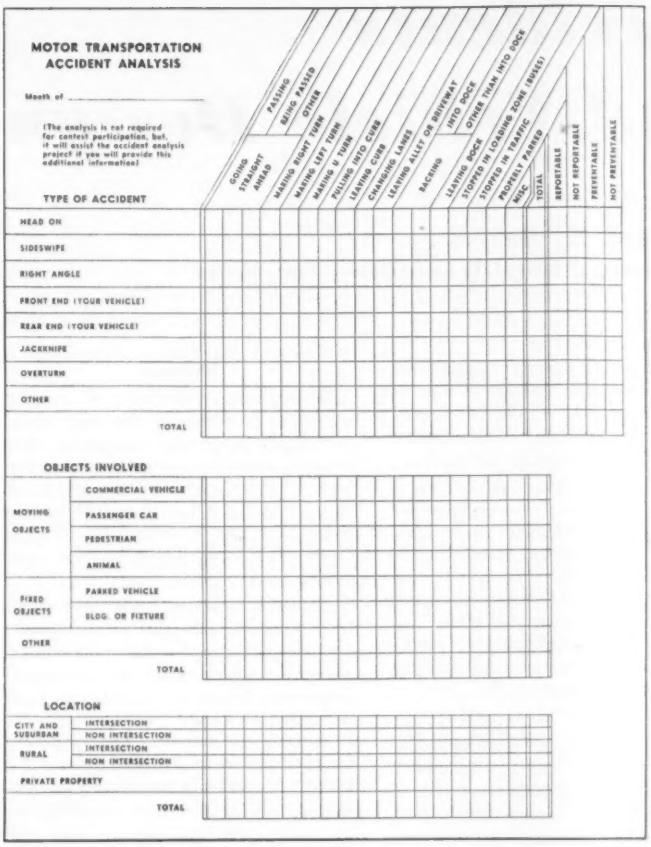
There may be many areas where it can be argued that the driver was a victim of another driver's faulty operation, but, this is not true of backing, passing, or turning. During these three movements a professional driver must

National Fleet Safety Contest

(Recap of Analyses 1952 through 1956)
All figures are percentages

	Milk & Ice Cream Division 1955-1956		Bus Division 1954-1955		1953-1954 Public Utility Truck	Common, Contract & Private Carrier Division 1952-1953	
	Retail Delivery	Wholesale Delivery	City	Inter-city		City Truck	Intercity Truck
"VEHICLE MOVEMENT"							
Going Straight Ahead	39	37	56	46	47	38	68
Passing	21	9	15	15	6	14	12
Being Passed	3	3	17	5	4	4	8
Other	15	25	24	26	37	20	48
Backing	31	28	5	18	16	28	10
Turning	12	13	14	16	11	10	10
Stopped in Traffic	9	10	5	6	14	11	5
Entering or Leaving Curb	7	5	11	9	5	7	6
Other	2	7	9	5	7	6	1
"TYPE"							
Sideswipe	25	23	59	58	33	48	37
Rear End	46	53	23	21	33	27	32
You Hit	17	21	10	15	18	18	20
You Were Hit	29	32	13	6	15	9	12
Right Angle	8	9	7	11	14	13	10
Head On	17	5	2	2	6	6	6
Non Collision	....	....	9	8	14	2	9
Other	4	10	....	....	....	4	6
"LOCATION"							
Intersection	22	29	31	25	25	31	26
Non-intersection	69	59	69	29	55	68	74
Private Property	9	12	....	....	....	....	....
Rural	....	....	....	46	20	1	41
City & Suburban	....	....	....	54	....	....	58
"OBJECTS INVOLVED"							
Moving	65	59	80	50	75	64	74
Passenger Car	45	44	63	38	59	42	50
Other Comm. Vehicle	18	15	14	9	12	20	18
Other	2	....	3	3	4	2	6
Fixed	28	34	20	50	25	36	26
Bldg. or Fixture	15	13	12	24	8	16	10
Parked Vehicle	13	21	5	15	8	15	6
Other	....	....	3	11	9	5	10
Miscellaneous	7	....	....	....	....	....	....

Prepared by Motor Transportation Div., National Safety Council, from *Accident Rates* pamphlets



MOTOR TRANSPORTATION ACCIDENT ANALYSIS

Month of _____

(The analysis is not required for contest participation, but, it will assist the accident analysis project if you will provide this additional information)

TYPE OF ACCIDENT

GOING STRAIGHT AHEAD | PASSING | BEING PASSED | MAKING RIGHT TURN | MAKING LEFT TURN | MAKING U TURN | PULLING INTO CURB | LEAVING CURB | CHANGING LANES | LEAVING ALLEY OR DRIVEWAY | BACKING | LEAVING DOCK | OTHER THAN INTO DOCK | STOPPED IN LOADING ZONE (BUSES) | STOPPED IN TRAFFIC | PROPERLY PARKED | MISC. | TOTAL | REPORTABLE | NOT REPORTABLE | PREVENTABLE | NOT PREVENTABLE

- HEAD ON
- SIDESWIPE
- RIGHT ANGLE
- FRONT END (YOUR VEHICLE)
- REAR END (YOUR VEHICLE)
- JACKKNIFE
- OVERTURN
- OTHER
- TOTAL

OBJECTS INVOLVED

- MOVING OBJECTS: COMMERCIAL VEHICLE
- MOVING OBJECTS: PASSENGER CAR
- MOVING OBJECTS: PEDESTRIAN
- MOVING OBJECTS: ANIMAL
- FIXED OBJECTS: PARKED VEHICLE
- FIXED OBJECTS: BLDG. OR FIXTURE
- OTHER
- TOTAL

LOCATION

- CITY AND SUBURBAN: INTERSECTION
- CITY AND SUBURBAN: NON INTERSECTION
- RURAL: INTERSECTION
- RURAL: NON INTERSECTION
- PRIVATE PROPERTY
- TOTAL

assume the major responsibility for doing it safely. At least, he must be alert to prevent accidents during these movements in spite of any erratic actions of other drivers.

Under the "Type of Collisions" breakdown, sideswipes (40 per cent) was the greatest cause. A close second to sideswipes were front and rear end collisions (34 per cent). The occurrence of numerous front end collisions (17 per cent) should be of utmost concern to fleet safety men. These front end collisions that result from the contestant's vehicle striking the one in front, are caused by the contestant's driver and are a type of accident that should be prevented. What's more, many experts contend that most rear end collisions are preventable by the driver of the vehicle being struck. When a driver follows too closely behind the vehicle ahead and must dynamite his brakes to avoid a quick stop by the vehicle ahead, he sets the stage for being struck in the rear himself.

Sideswipe accidents, although most common, can leave some area of doubt as to whether or not the contestant's driver could avoid the occurrence. We wonder though, how many driving tip-offs go unheeded, how many accidents of this type were the result of lack of proper control and how many could have been prevented by "defensive" driving.

It would seem, that the odds favored two-vehicle-collisions at intersections, but, these were only half as numerous as non-intersection and private property accidents.

On an average, more than 31 per cent of the accidents involved fixed objects such as buildings and parked vehicles. One reporting group in the Inter-City Bus Division accounted for 50 per cent of their accidents in this fashion during the 1954-55 contest. This is a poor showing for professional drivers and one area where a substantial and immediate reduction in accident frequency could be possible.

As might be expected, accidents between private motorists and professional drivers were in the majority. More than 50 per cent of all accidents involved private motorists in passenger cars. *But, 15 per cent occurred when two professional drivers did not avoid each other!*

Based on these samplings, if we were to project the percentages shown in the table to the more than 66,000 accidents reported during the 1955-56 National Fleet Safety Contest, we could visualize the magnitude of some of the most common driving errors. For instance, since 50 per cent or more of the accidents involved private motorists, a total of more than 33,000 amateur drivers involved in accidents with the professional drivers would be hard to convince that these professional drivers are trained in "Preventing" accidents. Each such occurrence makes it that much harder for the industries to sell the safety of their operations.

Applying the percentage of front end collisions to the total, we would find that they would account for approximately 12,000 accidents. Add to these, the unknown number of rear end collisions that could have been prevented by the professional driver and the figure assumes alarming proportions.

Backing blunders in this manner would have accounted for more than 13,000 accidents, 10,000 accidents would have occurred because drivers didn't pass safely and 8,000 accidents come about by drivers who didn't negotiate a left or right turn safely. Added together, these 31,000 accidents (out of a total of 66,342) account for nearly half. Three basic elements in driving, namely, passing, backing and turning, if done safely by every driver would cut accidents by 50 per cent.

Are you prepared, as a fleet safety supervisor, to concentrate on known accident types, locations and causes during the 1956-57 contest? Are you prepared to plan an effective campaign to eliminate accidents in the categories where the safe performance of your drivers can effect the greatest accident reduction? Are you using *all* vehicular accident prevention help that the National Safety Council can offer? Are you going to be counted among the fleets that show a marked improvement this year? *If not, you had better dig a little deeper!* THE END

Passenger Accidents and Vehicle Design

By Howard M. Baker,
Safety Director, Montreal Transportation Commission

WHAT is the nature of the passenger accident problem? There are an infinite number of opinions, some based on fact and some not, as to what the problem really is.

Some claim it is a problem due to conditions outside the transit vehicle. Others blame conditions which exist inside the bus. Some maintain that many passenger accidents are merely traffic accidents avoided. Some place the blame largely on the operators, while others feel that the passengers themselves do not take proper action to protect themselves.

Regardless of these differing views, I feel most of us would attribute these accidents to one or more of the following agencies:

1. **Other drivers who do unexpected things on the street ahead of the transit vehicle.**
2. **Pedestrians who step into the street when least expected.**
3. **Operators who are not fully alert to traffic conditions and the actions of their passengers.**
4. **Passengers who ignore warnings and instructions, and who do not do enough to protect themselves.**
5. **Deficiencies in vehicle design.**

We have to take traffic conditions as we find them. Having no control over the actions of other street users, we can only see that our own drivers are properly selected and trained to drive defensively at all times. To supplement this, we can also give them more intensive training on how to take care of their passengers inside the bus.

Passengers who do not do enough to protect themselves probably are acting from inbred habit. These habits are not something that can be changed by the usual educational techniques or by passive persuasion.

From an address entitled "Can We Lick the Passenger Accident Problem?" delivered by Howard M. Baker, safety director, Montreal Transportation Commission to the Operations Division at the American Transit Association annual meeting on September 26th, 1955, in Boston, Mass.

The remaining agency suspected of causing passenger accidents is that of vehicle design. And it is to this agency that we will devote most of this article.

Before touching briefly on the various items of equipment which have a bearing on the prevention of all types of passenger accidents, let us be honest about this matter and consider some of its implications from the point of view of the manufacturers of transit vehicles. Have we in the transit industry fully cooperated with them in the development of the safest possible types of transit vehicles?

Frankly, in many instances, I do not think we have done so. For example, why should different properties specify to just one manufacturer as many as 48 different types of seats and seating arrangements, as many as 40 different combinations of front, side and rear destination signs and fare box mountings, change-trays, etc., scores of different designs and installations of seat top rails, horizontal grab-bars, and vertical stanchions both in the door areas and within the body of the vehicle, many different types of step and floor coverings, as many as 33 different combinations of doors and door controls, and infinite number of varieties of mirrors, lights in step-wells, treadles, inter-locks, door valve controls and their location, and so on ad infinitum?

There can be no doubt that this multitude of different specifications for similar items of equipment must be based on good and valid reasoning, but surely they cannot all be of equal value. Some must definitely be better than others in the prevention of passenger accidents.

It is not my intention to discuss the relative merits and disadvantages of the many items of equipment which have a bearing on the prevention of passenger accidents. Rather, I would like to touch briefly on the design features of this equipment.

Mirrors

Regardless of the type of interior mirror or combination that may be installed, it is vitally important that there is uniformity among the mirrors used. Under circumstances where an operator seldom has the same vehicle twice in a row, a variety of different types could conceivably be very confusing.

Many properties have expressed their approval of exterior right-front rear-view mirrors for the reduction of right-turning and rear-door passenger accidents. There is a relatively high mortality rate for these mirrors as a substantial number of them are knocked off by obstructions along the route. A relatively few cases have occurred where passengers standing on the curb have been struck, but such accidents are apparently infrequent.

Doors

There are three general types of doors—the inward folding, the outward folding, and the blinker type doors.

The use of inward folding doors at the front reduces the possibility of passengers on the curb being struck. The use of outward folding doors at the rear reduces the possibility of a passenger standing in the step-well being struck.

It appears that with regard to the standardized timing of doors, 2 seconds seems to be the most prevalent. However, some operators claim that 3 seconds is the shortest time that is safe, and that schedules can be maintained with door timings that long.

One thing is vitally important; door timings should be checked daily in order to maintain efficiency. This can be done easily through the use of an hour-glass type of timer accurately calibrated to the desired standards.

The four basic types of door control systems, are: the manual, treadle, push-type, and the McKay gate.

The door control system at the front of the vehicle is usually manually controlled by the operator because it is under his direct supervision. Unfortunately, there is little factual information available to prove the advantages of any particular type of rear-door operation as a means of preventing certain types of passenger accidents. Individual properties have reported favorably on the use of specific systems, for example, the Push-Type doors, but there is insufficient comparative data available regarding all systems to enable positive conclusions to be drawn.

Brake and Accelerator Interlocks

Brakes are automatically applied, and the accelerator pedal is automatically locked in the engine idling position while the center/rear doors are open. The vehicle cannot be moved while the exit doors are open.

The weakness of such interlocks is that some operators, contrary to safe operating instructions, may actuate the rear-door opening mechanism as a means of slowing the vehicle down without using the brake. This is an extremely dangerous practice as it causes the vehicle to stop with a jerk, and may throw a passenger standing in the step-well out onto the street.

Sensitive Door Edges

Sensitive edges are used to prevent "caught in the door accidents," and to eliminate blind accident claims for such mishaps. A danger exists when the automatic re-opening feature becomes unoperative when the doors become fully closed. Care should be taken to see that this feature remains in operation for 2 to 3 seconds after the doors are in their fully closed position. Further, the sensitive edges should give full sensitivity to the floor of the bottom step, and the control should be placed at the top of the door in order to achieve this.

Steps, Risers and Step-Wells

The wide variety of step designs found on transit vehicles indicates there is no common pattern being used for their construction. This is evidenced by the fact the height of risers ranges from something less than 7 inches up to almost 18 inches. Considerable variation has also been noted in the width of steps on the various classes of vehicles.

There is also considerable controversy regarding the number of steps on a vehicle, i.e., 2 step design as against 3 step design. Limited statistical data indicates that 3 step vehicles are more hazardous than the 2 step type. A mixture of 2 and 3 step vehicles on a line will cause accident rates to rise.

The shape of steps, the type of step edging, and the materials used as step coverings are additional factors of step construction that can affect the accident experience of transit vehicles.

Visibility in Stepwells

There is a need to clearly delineate and brightly illuminate stepwell areas if certain types of boarding and alighting accidents are to be reduced. The important thing is to provide a contrast between the risers and the steps so as to clearly delineate each step. This has been achieved on some properties by the use of white rubber step edges, or the use of a reflectorized adhesive or light paint on the riser and side of each step. One property, San Antonio, obtained a substantial reduction on 3 step buses by painting a white line along the step edge of the middle step.

Psychologically, it is better for operators to say, "Watch The Step" rather than "Watch Your Step" as it directs the passenger's attention to his own actions and to something that he can readily see.

Floor and Step Coverings

Rubber floor and step coverings are pretty much the accepted standard at the present time, although some few properties insist on the use of impregnated aluminum step plates. There has been a considerable increase in the use of white rubber step edges in recent years.

Grab-Handles, Grab-Bars and Stanchions

It is felt that a little more attention to accident facts would substantially improve the interior layout of transit vehicles with regard to both the efficient handling of passengers and of passenger safety. It is doubtful if more than casual thought has been given to the design of grab-handles, grab-bars and stanchions, for in most instances they do not provide passen-

Turn Page

Man alighting from rear bus exit demonstrates position of passenger caught in closing door. Links in sensitive edge doors warn driver doors have not closed. Soft rubber edge prevents passenger from being hurt.

Through well placed mirrors and large windows, driver is in good position to observe when all passengers have boarded and alighted. Persons and traffic in front and to side of bus are also easily visible.

gers with the support they require, either with regard to location or of the type that is required. Such equipment should be related to the physical characteristics of passengers, and to the actions and movements of those who are most frequently involved in passenger accidents.

This is not a one-sided responsibility which rests with the manufacturers alone, but is one which must be shared equally by the transit operators. Unfortunately, transit operators are a perverse lot who rarely agree amongst themselves as to what is factually needed, and who drive the manufacturers crazy by specifying an infinite number of differently designed items.

It has been the experience of those transit properties who have investigated the problem of supports that to be effective they must provide immediate assistance where and when passengers need it. Equally important, they must be placed where they will be convenient and natural for the riders to use.

Front Door Area

Boarding passengers need a grab-bar on or near the front door to provide a grip for the right hand which is usually free.

The habit pattern of the average passenger indicates that a support to be of value must be handy to the right hand. For alighting passengers, the grab-bar should be on the rear side of the front door passageway.

Rear Door Stepwell

The idea of locating supports on the right side of an alighting passenger is a firm contradiction of an old street-railroading concept. This concept is a carry-over from the early days of open cars and vestibules, and when it was often normal operating procedure for a vehicle merely to slow down at a "stop." This practice made it necessary for many passengers when alighting to jump from a moving vehicle. Under such circumstances the danger of a passenger being thrown or dragged was ever present. Grab-bars were mounted on the left isde of platforms in order to reduce the chance of a passenger being pulled over on his back in the event he lost his balance when alighting.

Despite the fact there is a preponderance of evidence to show that supports on the left are of little value to riders who are most susceptible to accidents, there is a strong reluctance on the part of many transit operators and equipment manufacturers to provide the supports that are actually needed. To be of value, they should be located to the right of the alighting passenger.

It is now a firm requisite of modern transportation to bring vehicles to a complete stop before opening the doors for alighting passengers. Through the use of mechanical safeguards, it is virtually impossible for a passenger to alight from a transit vehicle before it has come to a complete stop, or for the vehicle to leave the stop before all passengers have left the vehicle and cleared the exit-way. These conditions have materially altered the picture so that many of the concepts of previous years regarding the location of stanchions and grab-bars are no longer valid.

Remember

The value of time.
The success of perseverance.
The pleasure of working.
The dignity of simplicity.
The worth of character.
The power of kindness.
The influence of example.
The obligation of duty.
The wisdom of economy.
The virtue of patience.
The improvement of talent.
The joy of originating.

—Marshall Field.

It has been observed that the actions of passengers while stepping from a vehicle are quite different from those of an individual in descending a flight of stairs. This is due at least in part to the fact that the last step between the vehicle and the street is almost twice the height of the step risers in the vehicle. As a result, the alighting passenger is confronted with a situation that requires a different action than is used when going down a set of stairs. This condition would not exist if buses could always pull to within 6 inches of the curb. Unfortunately, this is not a common rule, and passengers leaving a transit vehide are frequently required to exert themselves in the above fashion when making the final step from the vehicle.

Because of this situation, supports which are normally provided for assisting people down steps are not satisfactory. Consequently, the design of the support must be such that the rider will be prone to reach for it early in the alighting action and hold on until the movement has been completed.

The industry has not paid nearly enough attention to the opinion of Merwyn Kraft who has some very practical ideas as to the location and inclination of grab-bars which, while contrary to traditional opinion, are entirely valid and practical. His recommendations merit serious consideration when it comes to the purchase of new equipment.

The reversed-angle grab-bar he devised provides riders with a support that is convenient to use and which will actually provide alighting passengers with the assistance they need. It can be easily grasped and the hand rotated comfortably as the passenger descends the vehicle steps, particularly during the interval when he is stepping between the vehicle and street or curb.

Vertical Stanchions

The increasing magnitude of passenger "on board" accidents clearly indicates that the network of supports normally provided as standard equipment is insufficient to prevent these accidents. Studies have shown that a large majority of such accidents result from sudden stops by the operator as a result of the unexpected actions of other street users. We may as well face the fact that operators are going to continue to make sudden stops, traffic conditions being what they are to-day.

It is clearly our responsibility to provide additional supports by means of which passengers can keep from losing their balance when they are thrown by sudden stops, starts or swerves. Many properties feel the answer to this problem is the installation of additional vertical stanchions strategically located throughout the vehicle. Some have positioned them at every cross-seat, some at alternate cross-seats staggered down each side of the aisle, and some have placed them adjacent to the longitudinal seats. The results achieved by such installations will be most interesting to watch.

Recommendations

I am personally convinced we can lick the passenger accident problem, but a great many of us are a long way from home base at the present time. All of us, both individually and collectively, have a great many things we must do before we can hope to

To Page 39

Four of the five officers of the newly-created Kansas Citizens' Safety Council shortly after their election at organizational meeting in Topeka. From left, are: Claud McCamment, secretary; Jim Reed, men's vice president, Topeka; Mrs. John Morozzo, women's vice chairman, Kansas City; and Mark Robeson, chairman, Prairie Village. Miss Alice Heim, Kansas City, treasurer, was not present when the group photo was taken.

Kansas Organizes for Safety

A GROUP of Kansans from all parts of the state met in July, organized the Kansas Citizens' Safety Council, dedicated to reducing accidents, with special emphasis on measures to cut the mounting toll of highway traffic fatalities.

More than 90 men and women met in Topeka and in a three and one half-hour conference gave the organization its name, elected officers, appointed committees, and adopted an eight-point statement of "general operating policies."

Mark Robeson of Prairie Village, head of Yellow Transit Freight Lines, Inc., and board chairman of the Kansas Motor Carriers Association, was elected council chairman.

Other officers elected include: men's vice-chairman, Jim Reed, executive editor of *The Daily Capital;* women's vice-chairman, Mrs. John Morozzo of Council Grove, safety chairman of the Kansas Conference of Parents and Teachers; secretary, Claud R. McCamment, State safety director; and treasurer, Miss Alice Helm of Kansas City, former president of the Kansas Federation of Business and Professional Women's Clubs.

Formation of the council grew out of a meeting of Kansans who attended President Eisenhower's Highway Safety Conference in Chicago.

They decided that the more than 500 lives lost in traffic accidents each year in Kansas, a toll increasing yearly, demanded aggressive action on the part of citizens of the state to cope with the problem.

The council's primary function will be to stimulate the interest of citizens in cities and towns throughout the state in the accident problem and help them organize local councils capable of effective action to reduce accidents.

While the statewide council will attempt to promote the reduction of all types of accidents, it will concentrate the first year on traffic accidents.

High on the list of council goals, although it was not specifically set out in the statement of policies, is getting the people of Kansas safety-conscious.

As stated by Dr. Conrad M. Barnes of Seneca, a council member, "safety is a state of mind."

"The people must be safety-minded at all times, not just when they get in a car," he said.

The council conceded, however, that traffic is the No. 1 problem and must be attacked first.

Kansas citizens attending the council's organizational meeting at the office of the Kansas Motor Carriers Association represented about 70 organizations in the state.

The council will be incorporated as a non-profit, non-political group which will serve the "general public interest" on a statewide basis and will not serve any "special interests."

It will work with and assist local and state organizations, agencies and individuals responsible for safety programs, and will "advance positive, constructive plans for improving safety conditions" and will "actively work for their application."

The council will not "endorse any commercial product or enterprise" and its program will "be based upon competent analysis of the accident problem in the area served, with major attention given to major needs."

"However," its statement of policies said, "for the first year, the organization will work primarily to facilitate, as well as safeguard, the free flow of traffic on streets and highways, because the two major aspects of the traffic problem, accidents and congestion, have common causes and are so closely related as to be inseparable."

Council members also agreed to "make a formal appraisal of its operation, in terms of objectives and program goals, at least annually."

The next council meeting will be on call of the chairman.

Committees and committee chairmen appointed included: Public Education, Jim Reed; Research, Dr. John A. Gove, Newton; Driver Education, Robert Marshall, El Dorado; Finance and Constitution and By-Laws, C. E. Holmes, Wichita; Legislative, Charles Logas, Topeka; Enforcement, Fred W. Asay, Topeka, and Organization of Local Safety Committees, Paul H. Holmes, Kansas City.

Death Takes Sidney Williams, Dean of Traffic Engineers

SIDNEY J. WILLIAMS, 70, dean of the traffic safety movement in the United States, died August 5 in Evanston hospital.

Death resulted from a cerebral hemorrhage complicated by pneumonia. He entered the hospital after several months of failing health.

He lived at 2501 McDaniel Ave., Evanston. He is survived by his wife, Margaret, at that address, and two daughters, Mrs. Frank W. Puller, of Albuquerque, N. M., and Dorothy Ann, a teacher at The Principia, Elsah, Ill.

Services were held in Milwaukee August 7.

Mr. Williams actively directed the National Safety Council's traffic safety work from its inception in 1924 until his semi-retirement in 1950. Since 1945 he had been assistant to the president of the Council.

As a recognized national authority on traffic safety, he won three major honorary awards for his services in the conservation of human life. He had been an advisor to Presidents of the United States, to Congress, and to federal agencies on safety matters. He wrote several books and articles on safety and lectured widely to the public and to professional groups at universities. He worked tirelessly behind the scenes on many committees, professional societies and code associations.

Mr. Williams was born May 12, 1886, in Milwaukee. He received two degrees from the University of Wisconsin and became chief engineer of the Wisconsin Industrial Commission. In 1918, he joined the National Safety Council as chief engineer, and took charge of the Council's traffic safety program when it was launched in 1924.

He served as safety director for the Federal Civil Works Administration, and as White House consultant on safety programs for federal employees. He took an active part in the early National Conferences on Street and Highway Safety, and the several President's Highway Safety Conferences.

In 1947, Mr. Williams was chairman of the Safety and Industrial Health Advisory Board, U. S. Atomic Energy Commission, and he continued as safety consultant to the AEC. He was chairman of the National Committee on Uniform Traffic Laws and Ordinances and was a leader in working for the enactment of uniform traffic laws throughout the nation. He was a charter member of the Institute of Traffic Engineers. He was active on various code committees of the Society of Automotive Engineers, the Highway Research Board, and other bodies.

SIDNEY J. WILLIAMS
1886-1956

Mr. Williams received the C.I.T. Foundation grand award in 1938 for the greatest contribution to public safety; the Beecroft Memorial Lecturer award in 1950, and the Arthur Williams Memorial Award in 1954.

He was active in community affairs and was chairman of the board of trustees of the First Congregational Church in Evanston. He also represented that denomination on the Evanston Council of Churches.

Kreml Promoted to Brig-General Rank

Franklin M. Kreml, director of the Transportation Center at Northwestern University, has been promoted to the rank of brigadier general in the organized reserve of the Army Transportation Corps, the Illinois Military District has announced.

He is commanding officer of Headquarters and Headquarters Company, 425th Transportation Highway Transport Command in Chicago.

Mr. Kreml, who has served as director of the Traffic Institute of Northwestern University and of the Traffic Division of the International Association of Chiefs of Police since their establishment in 1936, is currently on leave of absence from this post to direct the Transportation Center.

Mr. Kreml entered the Army as a volunteer in July, 1942 with the rank of captain and served overseas with the Transportation Corps in Europe. He landed on D-Day in the North African and Salerno invasions and served as transportation officer for the Fifth Army under General Mark Clark.

Among his assignments while in active service were:

(1) Planning for all highway transportation movements for the Center Task Force invasion of North Africa; (2) Highway Officer, Office of the Chief of Transportation, AFHQ, North Africa; (3) Control officer for all transportation operations in support of 2nd Corps after enemy breakthrough at Kasserine, North Africa; (4) Planning and direction of transportation for Salerno invasion; (5) Organization and direction of Sea-Truck Transport Operation (fishieback) in support of Anzio Beachhead; (6) Participation in transportation planning for Normandy invasion, and (7) Chief, Strategic Planning Branch, Highway Division of the Office of Chief of Transportation.

Mr. Kreml's military awards include the Legion of Merit, Bronze Star, six campaign stars, invasion arrowhead, Order of the British Empire, Italian Bronze Star, and Italian Cross for Military Valor.

He has commanded the transportation reserve unit in Chicago since its activation in 1947. He lives at 624 Colfax Street, Evanston.

State Council Safety Seminar

A Safety Council Seminar was held in Yakima, Washington, June 30. All local safety councils presently existing in the state were invited. The one-day conference was designed to better unite the local councils, to make available to them information pertaining to financing, programs, services and assistances available.

WHAT'S COOKIN' in the FIELD

- ACTIVITIES
- PROGRAMS
- EVENTS

BY
FIELD SERVICE DEPARTMENT

THE RICHMOND Area Youth Safety Council (Richmond, Va.) materialized several months ago when several teen-agers from about five local high schools were invited to attend a meeting of the Richmond Area Safety Council. Impressed with what they witnessed, they got together after the regular safety meeting and decided to join in an organization of area high schools in the interest of youth safety. They have worked avidly since, taking an active part in S-D Day activities, school safety programs, the Richmond "Health Fair" and have sponsored an Anti-Hitch-Hiking Week and Pedestrian Safety Week.

Delegates were sent to the Virginia Safety Association Convention in Roanoke last May, and members of the Council participated in radio broadcasts such as "Safety for Living." Their membership has since grown to include 21 schools.

The Richmond Area Youth Safety Council has announced that "Richmond is going to be the safest city, and Youth will lead the way." To keep the membership interested and informed they now publish their own bulletin called the "Youth Safety Messenger."

Hatcher to Twin Cities

Harry Hatcher, former Manager of the Omaha Safety Council for the last three years assumed his new duties as Director of the Twin Cities Area Safety Council, St. Joseph, Michigan August 15. He is a graduate of Creighton University, Department of Journalism, and had considerable radio and newspaper experience prior to joining the Omaha Safety Council.

Jayne Mansfield for Safety

In the heart of Times Square during the middle of July, Norm Olman, Traffic Man of the Greater New York Safety Council engaged Jayne Mansfield to start the ball rolling during the "Drive-O-Meter" mobile unit testing campaign. It proved a most effective way to bring about an awareness of the importance of driving skill, and a crowd of hundreds was on hand to be tested.

Trucks Blessed in Safety Drive

Approximately 10,000 persons attended the ceremonies at the outdoor Catholic Lasalette Shrine in Infield Center, N. H., as nearly 200 trucks from New Hampshire and Vermont were blessed.

The Shrine Director, Reverend Bedard, said the plan was designed as a move to a better realization by truck owners of the safety requirements on today's heavily-traveled highways.

Motor vehicle and other state officials in New Hampshire and Vermont lauded the ceremony as a valuable contribution to highway safety.

"... and now for some notes ..."

New Omaha Manager

James R. McCauley became the new manager of the Omaha Safety Council August 1. Mr. McCauley has been public relations manager of the Hinky-Dinky food store chain and was a former staff member of the Omaha *World-Herald*. Married, he resides with his family in the city.

A graduate of the University of Utah, Mr. McCauley also attended the University of Omaha for two years.

Registrar King Cited

President Robert J. Munce of Suffolk University, Boston, conferred the degree of "Doctor of Public Administration" upon Rudolph F. King, registrar of motor vehicles, and chairman of the Massachusetts Highway Safety Committee, at commencement exercises held at the Boston Opera House.

Safety Review Dinner

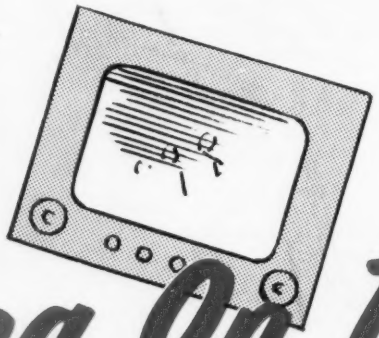
Governor Victor E. Anderson highlighted a Safety Review dinner meeting August 7 at the Sheraton-Fontenelle Hotel, Omaha, Nebraska.

Governor Anderson explained what is being done statewide for traffic safety as a result of his own and President Eisenhower's Traffic Safety Conference.

In addition, representatives of labor, management, civic and service groups, and the Strategic Air Command made presentations on what their groups have done and are planning to further the safety effort.

(The Citizens Traffic Safety Board of Metropolitan Chicago has just completed a 15-week series of television programs on driver improvement over Channel 11, station WTTW, Chicago's educational TV outlet. To help guide other groups to whom the medium might be relatively untried, here is a digest of the CTSB experience. It was prepared by John I. Tucker, CTSB public relations director, who produced, wrote and acted as narrator for the series.)

So You're Going On TV!



SEVEN and a half solid hours in front of live cameras televising traffic safety educational programs were mighty illuminating . . . and the results encouraging. Summarizing most important lessons gleaned from producing the 15-week series "The Man Behind the Wheel" the Citizens Traffic Safety Board found out that:

1. Creating a series of television shows is vastly different from producing spot announcements or interview programs. The interest of the audience must be captured and sustained for 30 minutes. Programs must be 'theater' in the best sense of the word.

2. Illustration, not elocution, must be used to make the message come alive. Dramatize. Demonstrate. Even startle the audience now and then. Emphasize and re-emphasize important points.

3. Each program should be developed around a single thought to avoid confusing the viewers on what they are to learn during the show. Further, each program should add to the cumulative reaction you hope to get from the audience.

4. The programs should be directed at as many members of the home viewing audience as possible. Often include a feature for each age group.

5. A great majority of the audience which tunes in your program is interested in learning how to improve their driving knowledge and ability. Don't abuse the opportunity to educate them. Keep this interest alive.

Throughout the series, the CTSB

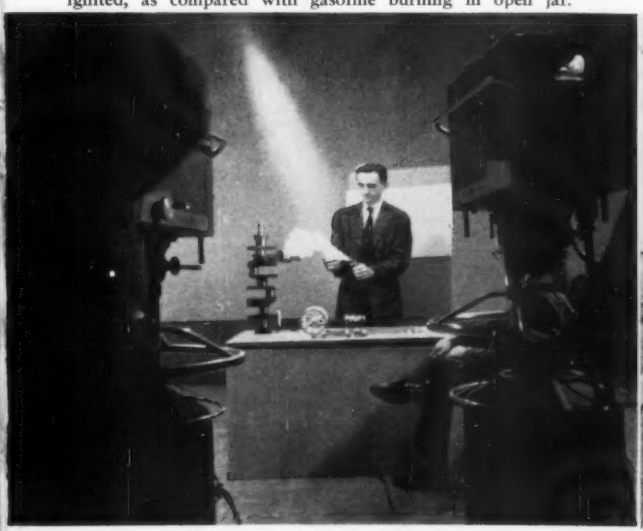
Turn Page

In WTTW Studio One Ted Gershuny, WTTW director, and John Tucker, writer-producer and moderator for CTSB, discuss last minute changes in foreground and learning group gather around Drivo-Trainer and Instructor Royal Brown as stage crew regulates lights.

Frank Gorecki, and Mrs. Peg Browning look on as Pat Browning, in Aetna Drivo-Trainer, is instructed on hand position for most efficient steering by Royal Brown. Audience interest was stimulated throughout series by competition between Peg and Pat (mother and daughter).

"Man Behind The Wheel" was staged out of doors, when weather permitted. Sidewalk supervisors watch radar demonstration in front of WTTW studios in the east wing of Chicago's Museum of Science and Industry.

Charles Michalski, CTSB engineer, demonstrates with perfume atomizer filled with gasoline the explosive power developed when fuel is mixed with air in carburetor and ignited, as compared with gasoline burning in open jar.



Country Life Insurance Company's Arthur Henderson (center) and Ed Closson explain brake detonator used in stopping distance demonstration to M.C. Tucker who holds hand-mike away from explosion noise.

SO YOU'RE GOING ON TV!

leaned heavily for guidance on the WTTW production manual, written by Colby Lewis, the station's production manager. The practical working knowledge and interest of the WTTW staff made possible frequent use of tricks of the television trade.

For example, to illustrate the difference between day and night visibility, the camera picture was darkened electronically to a shadowy outline. In another program, one camera (two were used) shot a close-up while the second focused on another action. The two images were combined on a "split-screen" to show correct wheel handling via the close-up while the far shot showed a learning driver turning a corner.

In writing a story, or a play, an author tries to establish an identity between his audience and the characters in his plot. This creates a valuable personal association. Featured cast members in "The Man . . ." were three non-drivers learning the hows and whys of scientific driver education. Through this trio's eyes and ears the audience shared in a personal experience.

After the plot and story line had been set, and "casting" arrangements made, props, materials, and guest experts who could teach with authority and showmanship were found.

Outline scripts and time cues then established a dramatic high point at places where audience interest usually sags.

There is good reason why a playwright tries to build a climax on his second act curtain. About two-thirds of the way through any story there is an "interest lag" whether the audience is in the theater or at home in front of their TV set. At about 20 minutes through each half-hour show an "interest booster" was planned. Sometimes this was just a loud noise, a brake detonator explosion, a police whistle . . . something jarring . . . or, perhaps, a transition was bridged at this point with a promise of exciting things to come in the last ten minutes of the show.

"This type of dramatic treatment kept audience interest high," said James Robertson, WTTW's general manager. "The program had been aired twice when we realized we had a 'sleeper' on our hands. I knew it was going to be one of the best series we'd ever put on when I heard our stage and camera crews—usually laconic—discussing vigorously the merits of the show."

Audience reaction was a very pleasant surprise to both station personnel and the CTSB staff. Mail response, queries and requests for free educational material offered, continued throughout the entire series at a weekly average of 100 letters and post cards.

"This steady response is sure proof that "The Man . . ." gained new viewers for every program," said Chalmers Marquis, promotional manager for WTTW. "Based on authoritative estimates it is reasonable to say that the programs reached a total audience of from 1,500,000 to 2,000,000 persons with a message . . . in depth . . . on safe driving."

Films were used liberally. Some were taken specifically for "The Man . . ." by Sergeant Joseph Casey, head photographer for the Chicago police department. These were filmed against neighborhood backgrounds familiar to the audience. Another film was a sequence in the county morgue. Clips from films such as "Don't Skid Yourself," on winter driving produced by the Aetna group of insurance companies and the National Safety Council were used.

Among props which illustrated methods of scientific driving instruction were the Aetna Drivo-trainer, psycho-physical devices and blow-ups from pages of "Rules of the Road," produced by Illinois' Secretary of State Charles F. Carpentier, which contains hints. The "Rules . . ." book was state traffic laws and good driving offered free to correspondents along with the driver evaluator test sheets created by the Shell Oil company originally as full page newspaper ads.

Other props: grim accident photographs used with the morgue film to illustrate the tragic consequences of inexpert driving; stopping and sight distance charts and simple demonstration devices. (For example: corrugated cardboard was accordion pleated, compressed and expanded to illustrate the Doppler principle of sound waves in explaining how radar works.) A Tinker Toy made a fine demonstration of how power is transmitted through piston, crank shaft, clutch plates and transmission to the rear wheels.

The teaching job was done by guest experts whose authority was unquestionable. Behind the wheel instruction

Charles S. Michalski (right), CTSB traffic engineer, shows simple prop, a device illustrating radar principles, to M.C. John Tucker, police officers Archie Hignett and Lester Beling, and WTTW camera 2, manned by Dick Dearborn.

was given by Royal Brown, driver training instructor at Lane Technical high school; Maury Lindquist, chief examiner of the drivers' license division of the Illinois Secretary of State's office and Officer Archie Hignett, director of the police department's safety education unit.

Cleve Wallace, top instructor from the General Motors training school in Hinsdale, Illinois and Carl Dalke, automobile expert of Chicago' Better Business Bureau told how to buy a used car. Illinois' Secretary of State Charles F. Carpentier discussed the operation of the central driver's record file. Judge Alfonse Wells and Chief Referee Francis X. Poynton of Chicago's Municipal Court and Deputy Chief Pierce Fleming of Chicago's Park District police talked about enforcement by police and courts. Charles S. Michalski, CTSB traffic engineer was a frequent guest expert to explain technical points. Other experts: Officer James Casey of the Safety Education Unit who demonstrated school safety education and Park District Officer Julius Watson, drunkometer technician.

All of these experts, teachers for the day, were able with films, demonstrations, and simple devices to make their discussion dramatic and living. Actual driver training behind the wheel was demonstrated by the learning trio in convertible automobiles which permitted the television cameras to examine closely the correct techniques in steering, shifting, braking and clutching.

From time to time, the audience with the three learners saw a demonstration of expert driving. In one such demonstration, Robert Eck, a steel-truck driver from the Willett Company, dramatized the almost unbelievable ability of an expert driver . . . he was runner up in the 1955 state truck competition . . . in piloting his 45-foot long tractor-trailer combination through a maze of tennis balls, traffic cones and one egg, stopping the mammoth combination on a designated pin-point.

Cameras tight on the egg as the huge truck wheel approached while the audio picked up the roaring of the diesel motors was enough to make one viewer comment: "It nearly made my breath stop. I felt like that truck was going to roll right over my stomach."

In another expert driving exhibition, Arthur Henderson and Ed Closson of the Country Mutual Insurance Company demonstrated stopping distances. A radar unit focused on their car, combined with the "split-screen" technique, illustrated the point so often preached . . . so rarely proved . . . "No One Can Stop On A Dime."

When bad weather made it advisable to stage the programs in the studio, films were used if the rains came without enough warning to arrange an inside show. The films, "Day In Court" produced by International Harvester Company, and "A Closed Book," produced by the Farm Bureau Mutual Insurance Company, emphasized the message—*safe driving is a way of life.*

When possible, studio shows were guest expert panels answering correspondent's queries. On one panel program, the audience was asked to phone in questions while the show was on the air. The switchboard was swamped. About 75 calls were taken by operators while a probable 200 or 300 more callers got the 'busy' signal.

Mail and phone questions covered such items as: "What is a safe passing distance on the highway?" . . . "Should a violator bring his own lawyer to court?" . . . "What should you do when a tire blows?" . . . and a great variety of others ranging from: ". . . How hard do you hit at 40 mph?" to "What do traffic police gestures and whistle signals mean?"

Answers to such questions were dramatized. Toy automobiles, large drawings done 'live, on camera,' a current series of newspaper advertisements, and a demonstration of "the musical virtuosity of the Chicago traffic policeman on his little whistle" all figured in fulfilling the operating maxim: "Use illustration, not elocution."

The experience of producing "The Man Behind The Wheel" can be summarized in this statement:

"Make no mistake about it . . . a great number of people are lamentably uninformed about the basics of safe, expert, law-abiding, *good* driving practices. Most of them want to learn to be better drivers. The opportunity should not be abused by improper presentation of driver improvement education. Particularly is this true on television which offers so much to the safety educator. Aim your presentation at the group which wants to learn. Make use of all dramatic techniques at your command and the wide possibilities of television production."

THE END

LOOSE
GRAVEL
THEY WERE THE BEST OF FRIENDS UNTIL THEY TRIED MAKING THE YELLOW LIGHT ..... AT THE SAME CORNER.... AT THE SAME TIME !
NOW, GIRLS, BE SURE TO CHECK YOUR BROOMS.... CHECK ACCIDENTS!

FLEET NEWS

THE FIRST Northwest International Fleet Safety Conference was held recently in Seattle, Washington. More than 85 persons registered for the two-day program. The conference was cosponsored by the Seattle Chapter of Fleet Supervisors and the Seattle-King County Safety Council.

Subjects covered were: "Driver Selection," "In Service Training," "Driver Incentives," and "Techniques of Driver Supervision."

John J. Hoban, secretary-treasurer for the Seattle Chapter of the National Association of Fleet Supervisors reports that the plans are to hold such a conference regularly rotating between Seattle, Portland, and Vancouver, British Columbia. Next year it will be held in Vancouver.

Bill Greene Joins Truckers

William M. Greene has retired from the Connecticut Safety Commission after 25 years of state service, and will assume new duties as director of Safety and Field Services for the Motor Transportation Association of Connecticut, it was announced last month.

Prior to assuming staff directorship of the Safety Commission in March, 1944, Mr. Greene had served for about 12 years as Director of Traffic Safety for the Connecticut Department of Motor Vehicles. He is now serving his second term on the board of directors of the National Safety Council. He served as president of the National Conference of State Safety Coordinators 1954 and 1955, presently being a member of the executive committee.

He is past general chairman of the Traffic Section, National Safety Council, and has served as chairman or member of many committees of that organization, as well as the American Association of Motor Vehicle Administrators, Eastern Conference of Motor Vehicle Administrators, the Northeastern Conference on Street and Highway Safety and other traffic safety groups.

In recognition of years of support for expanding traffic enforcement, Mr. Greene is an honorary member of the New England Police Chiefs Association and Connecticut Chiefs of Police Association. Over the years Mr. Greene has figured prominently in program planning for many traffic safety events at municipal, state, and national levels, participating in all Washington conferences since 1946, and annual Safety Congresses of the National Safety Council since 1935.

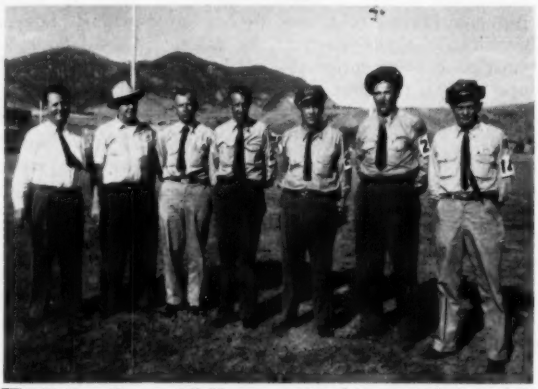
Joins NSC Staff

New member of the staff of the Motor Transportation Division is Phillip V. Hawkins, recently discharged veteran of the X Corps, U. S. Army, in Korea.

Hawkins was born in Buenos Aires, Argentina, and was educated at "Clayesmore," Dorset, England, where he majored in English literature. In 1950 he came to the United States and shortly thereafter entered the United States Army, spending 14 months in Korea before his discharge.

He replaces Frank R. Burrows who resigned recently from the staff to take a position with the Citizens Traffic Safety Board of Chicago. Hawkins will work with the National Fleet Safety Contest, the Council's Safe Driver Award program and will assist in the production and revision of various Council publications and materials.

Champs



FIVE Dan Dugan Oil Transport Co. drivers tried their skill at the National Truck and Full Trailer Roadeo held at Bozeman, Montana, recently under the direction of the Montana Council of Safety Supervisors. From left to right: Dick Olson, safety diector; Chet Holm, driver trainer; and Walt Berger, Marvin Oberlander, Don Reiners, Elmer Dahl, and Alfred Clemenson, all drivers of the Dan Dugan Oil Transport Co.

"Life's Quiz Program"

Congress delegates having invitations to the General Motors luncheon Thursday noon in the LaSalle Hotel, will want to read the lead article on religion in the August 13 issue of *Time* magazine. The article describes the new First Christian Church of Oklahoma City and its pastor, the Rev. William Hamilton Alexander. Pastor Alexander will give the main address at the General Motors Luncheon. Title of his address—"Life's Quiz Program." THE END

Car Card for Falls Campaign

A special four-color car card for buses and streetcars has been designed by the Council in conjunction with the National Campaign for the Prevention of Falls. Aimed at bus and streetcar passengers, the 11 to 28 inch card shows Sammy Safety pointing to the slogan "Falls Hurt Be Alert." Prices: 10-29 cards—65c each; 30-39 cards—45c each; 100 or more cards—35c each. Minimum order—ten cards.

Coming Events in the Field of Safety

September 16-20, Banff, Canada
Annual Meeting of the International City Managers' Association (Banff Springs Hotel).

September 17-19, Cleveland, Ohio
Eighteenth annual Ohio State Safety Conference and Exhibit (Hotel Carter). Contact H. G. J. Hayes, secretary-treasurer, Suite 514, 2073 East Ninth St., Cleveland 15, Ohio.

September 25, Midland, Texas
Annual Conference Texas Safety Association (Scharbauer Hotel). Contact A. J. Bay, 830 Littlefield Bldg., Austin, Texas.

September 23-26, Ft. Worth, Texas
Public Works Congress & Equipment Show of the American Public Works Association (Will Rogers Memorial Auditorium and Hotel).

September 25-28, San Francisco
Annual Meeting of the Institute of Traffic Engineers (Mark Hopkins Hotel). Contact David M. Baldwin, executive secretary, Institute of Traffic Engineers, 2029 K Street, NW, Washington 6, D. C.

October 3, Washington, D. C.
Fifty Annual Commissioners' and Governors' Conference on Metropolitan Washington Traffic Problems (Shoreham Hotel). Contact Anthony L. Ellison, executive secretary, Metropolitan Area Traffic Council, 1020 Municipal Center, Washington 1, D. C.

October 3-5, Sacramento, Calif.
Seventh Annual Governor's Traffic Safety Conference (California). Contact: W. A. Huggins, executive secretary, Governor's Traffic Safety Committee, State Capitol, Sacramento 14, Calif.

October 8-10, Omaha, Neb.
Annual Conference of the National Institute of Municipal Law Officers (Fontennelle Hotel).

October 22-26, Chicago
Forty-fourth National Safety Congress & Exposition (Conrad Hilton Hotel). Contact R. L. Forney, secretary, National Safety Council, 425 N. Michigan Ave., Chicago 11.

November 8-9, Columbia, S. C.
Nineteenth Annual Accident-Prevention Conference (Hotel Jefferson). Contact J. D. Watson, Jr., safety engineer, South Carolina Industrial Commission, P. O. Box 539, Columbia, S. C.

November 12-15, Miami, Fla.
Annual Conference of the International Association of Fire Chiefs (Biscayne Terrace Hotel).

November 27-30, Atlantic City, N. J.
Annual Meeting of the American Association of State Highway Officials (Traymore Hotel). Contact A. E. Johnson, executive secretary, 917 National Press Bldg., Washington, D. C.

December 5, Seattle, Wash.
King County Safety Conference (University of Washington). Contact William A. Feathers, managing director, Seattle-King County Safety Council, 1014 Third Ave., Seattle 4.

December 10-11, New Orleans
Annual Meeting of the Louisiana Safety Association (Roosevelt Hotel). For information on exhibits contact Charles E. Doerler, secretary, P.O. Box 1148, Shreveport, La.

1957 Dates

March 13-14, Philadelphia
Twenty-third Annual Regional Safety and Fire Conference & Exhibit (Bellevue-Stratford Hotel). Contact Harry H. Verdier, managing director, Greater Philadelphia Safety Council, Chamber of Commerce Bldg., 121 South Broad St., Philadelphia 7, Pa.

March 19-20, Fort Wayne, Ind.
Northeastern Indiana Safety Conference and Exposition. Contact Ivan A. Martin, manager, Safety Council, Chamber of Commerce of Fort Wayne, Ind.

March 25-27, Houston, Texas
Nineteenth Annual Texas Safety Conference and Governor's Highway Safety Conference. Contact J. O. Musick, general manager, Texas Safety Association, 330 Littlefield Bldg., Austin, Texas.

Parents ~~WANT~~, *demand* a WELL EQUIPPED Safety Patrol . . .

That's where we can help . . .

Graubard's Equipment is nationally known as the school safety patrol equipment "That Promotes Safety." It does this by fulfilling both of the conditions essential to a really effective Safety Patrol.

First, it gives each patrol member a definite sense of responsibility and a pride in doing his job well.

Second, being "Standard Equipment" it is recognized by school children and motorists alike, assuring their respect and cooperation.

Take the time to check your safety patrol today! Look over the many "standard" Safety Patrol Equipment items listed below and be sure your patrol members are properly uniformed and ready to perform the vital task of protecting your children, in all kinds of weather! . . .

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Arm Brassards	Caution Flags	Trafficones	

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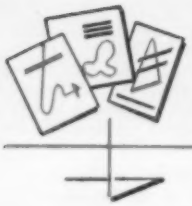


NEW PUBLICATIONS *in the field of Public Safety*

Books and Pamphlets

The Engineer Looks at Highway Laws. Carl E. Fritts. Automotive Safety Foundation, 200 Ring Bldg., Washington, D. C., 1956, 10p.

5 Minute Safety Talks for Driver Supervisors. National Safety Council, 425 N. Michigan, Chicago 11, Ill., 1956, 104p.

Geometric Design Standards for the National System of Interstate and Defense Highways. Adopted July 12, 1956. American Association of State Highway Officials, National Press Bldg., Washington, D. C., 1956, 4p.

Limited Access for Ohio Highways. Ohio Department of Highway, Columbus, Ohio, 1956, 28p.

1955 Proceedings. Institute of Traffic Engineers, Strathcona Hall, New Haven 11, Conn., 199p.

Periodic Motor Vehicle Inspection. National Safety Council, 425 N. Michigan Ave., Chicago 11, Ill., 1956 10p. Public Safety Memo 21—revised.

Setting Up Traffic Engineering in Your City. National Safety Council, 425 N. Michigan Ave., Chicago 11, Ill., 1956, 11p. Public Safety Memo No. 101.

Some Application of Statistics in Road Safety Research. F. Garwood, Manchester Statistical Society, Manchester, England, 1956, 47p. 6d. (7c)

Vandalism and Other Abuse Tests on Highway Signs of Various Base Materials. T. H. Moran, Technical Department, Douglas Fir Plywood Association, Tacoma 2, Washington. March 23, 1955 (released 1956), 28p. Laboratory Report No. 65.

Watch — Autocides. Institute for Safer Living, American Mutual Liability Co., 142 Berekly St., Boston, Mass., 1956, 22p., Vol. XII, No. 4.

Better Roads for Safer Traveling. Henry A. Barnes.

More and Better Driver Training. Alfred L. Moseley.

No-Fix Ticket System. Arthur T. Vanderbilt.

Communities Organized to Fight Accidents. H. B. Miller.

More Police for Better Enforcement. Otis M. Whitney.

Coast to Coast Uniform Traffic Laws. Sidney J. Williams.

Courtesy and Consideration on the Highway. Arthur S. Johnson.

Safer Cars for Safer Drivers. John O'Moore.

Nationwide Car Inspection Programs. Rudolph F. King.

What Should the Maximum Speed Limit Be? Chicago Motor Club, 66 E. South Water, Chicago, Ill., 1956, 10p. and charts.

A study of comparative speeds in Illinois, Indiana, Michigan and Wisconsin on rural highways.

Magazine Articles

"Action for Safety — State Conference Support Needed." Pavel Dellares. *Highway Highlights,* June-July 1956, p. 67-75. Sixth Highway Transportation Conference, May 8-10, 1956.

"Air Brakeaway Systems for Tractors and Trailers." *Brake and Front End Service,* August 1956, p. 46-48.

"An Assessment of Polarized Headlights." V. J. Jehu. *International Road Safety and Traffic Review,* Winter 1956, p. 26-31. (A comparison of German and American headlighting now under investigation by the British Road Research Laboratory.)

"Automobile Headlight Glare." *Highway Research Abstracts.* July 1956, p. 15.

"Cars Parked with Fork Lift Trucks." *Highway Research Abstracts,* July 1956, p. 9-10.

"Comments on Vehicle Lighting Following International Visibility Tests." K. J. Jones, *International Road Safety and Traffic Review,* Winter 1956, p. 14-25.

"Comparison of Accidents in Daylight and Darkness." J. C. Tanner and A. J. Arres. *International Road Safety and Traffic Review,* Winter 1956, p. 11-14. (Report of some at the Road Research Laboratory, Great Britain.)

"Controlled — Access — Panel Discussion of Traffic Freedom and Good Business." *Highway Highlights,* June-July 1956, p. 56-66. Sixth Highway Transportation Conference, May 8-10, 1956.

"Danger in the Dark." *International Road Safety and Traffic Review,* Winter 1956, p. 5-7. (Comparison of conditions in Europe and U.S.)

"Enormous Road Program A Reality." *Better Roads,* July 1956, p. 36.

"Injuries Role in Traffic-Safety Program." J. E. P. Darrell, *Better Roads,* July 1956, p. 40-42. Paper presented at Sixth Annual Highway Transportation Conference, May 1956.

"The ESSO Safety Foundation." *Traffic Digest and Review,* July 1956, p. 15-16.

"Fruhauf's 16-Point Safety Program to Reduce Highway Accidents." *Highway Traffic,* July 1956, p. 11.

"Freeway Development in the Los Angeles Area." Paul O. Harding. *Traffic Engineering,* June 1956, p. 384-399.

"Freeways in the San Francisco Bay Area." B. W. Booker, *Traffic Engineering,* July 1956, p. 427-443.

"Hoffman Praises Traffic Gains." *Traffic Digest and Review,* July 1956, p. 1-5. Remarks of Paul G. Hoffman at 20th anniversary dinner of the Traffic Institute, Northwestern University and Traffic Division of the International Association of Chiefs of Police.

"How to Meet the New ICC Brake Requirements." *Commercial Car Journal,* July 1956, p. 73-77.

"Is Compulsory Insurance Coming." *ATA News,* July 1956, p. 22.

"Light and the Visual Confidence of Road Users." J. G. Holmes. *International Road Safety and Traffic Review,* Winter, 1956, p. 15-17. (From a paper presented to the British Assn. for the Advancement of Science, Sept. 1955.)

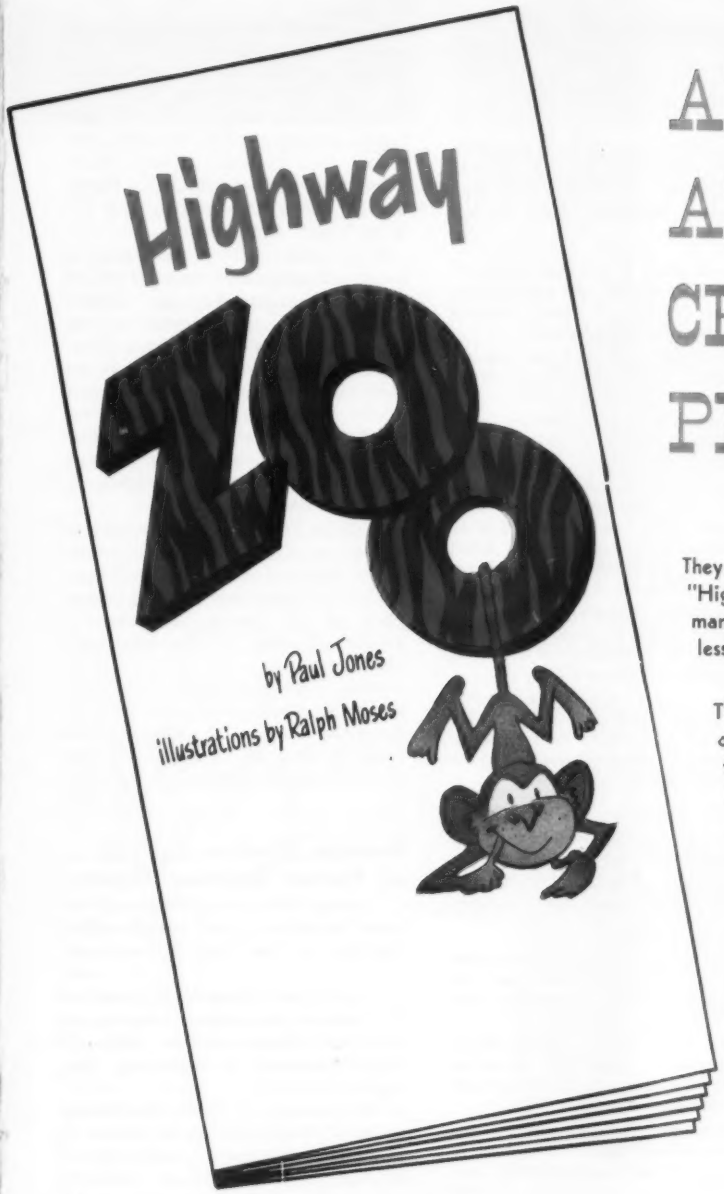
"Lightening the Safety Load." *Highway Research Abstracts,* July 1956, p. 12. From an article by John K. Teaken in *Automotive News,* May 21, 1956, p. 2, on use of a paint that glows in the dark to increase visibility of cars.

"A Major Street System Planning Procedure." William S. Pollard, Jr., *Traffic Engineering,* July 1956, p. 453-457.

"New 'Alcometer' Model Announced." *Traffic Digest and Review,* July 1956, p. 6-7.

"New 'Alcometer' Program Sets Professional Standards for Safety Supervisors." *Commercial Car Journal,* July 1956, p. 78-79. Standards of the National Committee for Motor Fleet Supervisor Training.

"Slow Traffic Laws Waste Fast Roads." J. Edward Johnston. *Traffic Engineering,* July 1956, p. 447-451.



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They are for sure, when the wacky aggregation in "Highway Zoo" gives their impersonations of "the man behind the wheel" . . . there's a laugh and a lesson on every page.

The colorful animal cartoons will catch the eye of every man . . . could even get a smile from the Sphinx. The full color cartoons and text blend perfectly, in this traffic safety message . . . its light and lively humorous wisdom will drive right through to the funnybone.

"Highway Zoo" will give real zip to your safety efforts. It fits easily into payroll or mailing envelopes (and in pockets, too). It's printed so attractively, it can be used as favors at safety conferences, award banquets and luncheon meetings . . . there's even space for your imprint. So don't delay, order your copies today.

Price each:

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$.10	$.07	$.05	$.04	$.035	$.032	$.03

NATIONAL SAFETY COUNCIL

425 North Michigan Avenue • Chicago 11, Illinois

Congressional Sub Committee Studies Traffic Toll

From Page 9

It has been well said that in a democracy public opinion is everything. Traffic officials require citizen approval and acceptance before they can put into effect the kinds of traffic safety programs which are known to be needed. The development of organized public support in cities and states is, thus, a principal objective of the National Safety Council and many other traffic safety organizations.

The four Regional Conferences of the President's Committee for Traffic Safety constitute the major development of organized public support in recent years. These Conferences were regarded as so important by the Council that it felt justified in devoting a major portion of staff resources to the Conferences in the first half of 1956. The Council prepared the *Conference Workbook*, provided the four regional program coordinators, represented the President's Committee in 24 of the states, prepared program participants' briefs, and directed staff training at the time of the Conferences, a considerable proportion of Conference staff being supplied by or recruited by the Council.

The Council and other traffic agencies now are engaged in follow-up work on the Conferences. In many, many cities and a considerable number of the states the conferences gave impetus to the formation of a citizen traffic safety organization which could help cope with today's traffic problems. The field staffs of the Council and of other national traffic agencies are small, and the major concern is whether we shall be able to capitalize on the gains made during the Regional Conferences.

Other Council Programs

At the conclusion of this presentation on the Council's two principal traffic safety programs, Mr. Johnson presented a detailed chart currently being prepared for the Council's annual report, *The Fight for Life*. On the detailed chart, more than 250 National Safety Council program activities of 1955-56 were classified to show how they related to the Action Program of the White House Conference. In addition, each of these dozens and dozens of activities were classified under a series of headings: Coordination, Inventory, Fact-finding and research, Standards and recommendations, Program aids, Field services, Personnel training, and Recognition of accomplishment. By way of example of these 250 program activities, Mr. Johnson described briefly the following projects:

1. **Development of a revised police accident report form and supplemental notes leading to more intensive cause analysis of accidents.**
2. **School surveys, such as research needs, school bus accidents, driver ages, and overloads.**
3. **Commercial vehicle driver award program, including utilization by federal agencies.**
4. **Work with groups, such as participation in revision of Boy Scout Merit Badge requirements, and assistance in preparation of safety manuals for 4-H and Future Farmers of America.**
5. **The public information programs which generate such tremendous support and activity by the press, magazines, radio and TV.**
6. **The current Advertising Council program which includes the development of support for stricter enforcement and good local safety organizations.**

At the conclusion of the formal presentation, the Committee Chairman and Members asked numerous questions, which were answered by a panel of Council staff specialists. Subjects of questions included:

1. **The role of the federal government in traffic accident prevention and how the federal government could give further assistance.**
2. **The parts which vehicle design, horsepower, speed and automobile advertising play in the present traffic accident situation.**
3. **Extent of driver training in high schools, availability of trained instructors, and methods being used by the states to stimulate increased local training.**
4. **Council activities in public education, including holiday campaigns, and Council work to supply media with factual data.**
5. **History and development of the National Safety Council, its Congressional charter, and its financing, including support for the Council's public service program.**

The panel of staff specialists for the National Safety Council included: Arnold Vey, manager, Traffic and Transportation Department; Paul Hill, manager, Field Service Department; Paul Jones, manager, Public Information Department; Maynard Coe, director, Farm Division; Wayne Hughes, director, School and College Division; and from the Traffic and Transportation Department—Jack Greig, director, Public Education Division; Paul Coburn, director, Motor Transportation Division; Harry Porter, director, Inventory Division, and Hal Kent, Traffic Consultant.

Other participants in the hearing in Council headquarters were: Franklin Sturdy, manager, Chicago Citizens Traffic Board and chairman of the Illinois Governor's Traffic Study Commission, Mr. Sturdy concurred in the viewpoints presented by the Council, briefly described several activities which had proven effective in Chicago, and gave the present tentative listing of priority recommendations to improve Illinois' program.

William Fredericks, staff representative of the Council of State Governments, reported on the recent Governor's Conference and outlined present plans of the Special Committee on Traffic appointed by the Governor's Conference.

Also attending were Brig.-Gen. James B. Mason, executive assistant, American College of Surgeons, and Clark D. Bridges, industrial hygienist of the American Medical Association.

THE END

Fentriss Predicts Spread of Driver Training Classes

"Automobile driving classes will become as necessary for a high school diploma as the standard academic course."

So said Calvin Fentriss, Jr., president of Allstate Insurance Company, at open house festivities of the company's recently opened St. Petersburg, Fla., regional office.

"In a society as highly mechanized as ours, proper driving instruction is as essential as home economics, correct English, or mathematics in preparing our youngsters to assume responsible roles as members of the community," Fentriss said.

He cited statistics which show trained drivers have less than the number of accidents as untrained drivers in the same age group.

He's Sorry Now

From the "Virginia Traffic Safety News" comes this interesting little item: A Richmond driver, appealing a nine-month jail sentence and $500 fine for his fifth drunken driving conviction, was given one year and $300 in the higher court.

OPERATION Safety

PEDESTRIAN deaths in traffic rose from 8,000 in 1954 to 8,200 last year!

More than half the traffic fatalities in urban places were pedestrians!

One fatality in ten in rural areas was a pedestrian!

These alarming figures spotlight one of the growing traffic safety problems as more and more automobiles travel our streets and highways.

While the driver is often blamed for striking a pedestrian, a closer look at the record indicates that pedestrian traffic victims frequently are non-drivers with little understanding of the limitations of the motorist. Pedestrian carelessness is also a contributory factor in many fatal traffic accidents.

The November Operation Safety program, "Pedestrian Protection" is designed to impress upon both drivers and pedestrians the joint responsibility they share for traffic safety.

These statistics should underline the principal areas of focus for your Pedestrian Safety program:

About 37 per cent of the pedestrians who died from traffic injuries last year were 65 years of age or over.

An additional 21 per cent were children under 15.

More pedestrians are killed during the hours of dusk and darkness than during daylight hours.

The November Operation Safety kit contains two leaflets—one directed at the driver and the other for the pedestrian. A multi-colored, cartoon-type, "True or False" booklet intended to dispel many fallacies about pedestrian accidents is also included.

Additional promotional material for all media contained in the kit includes four sample news releases, four short radio interviews, an editorial, radio spot announcements, speakers' aids, traffic safety jingles, descriptive literature on available posters, films, leaflets and newspaper mats, and other program aids.

For further information write to the National Safety Council, 425 N. Michigan Ave., Chicago 11, Ill.

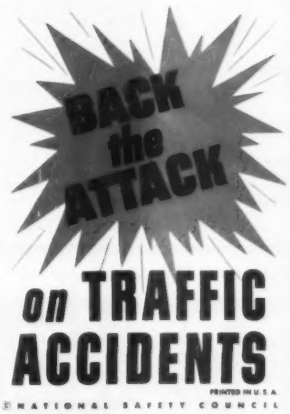
Get Ready to BACK THE ATTACK on Traffic Accidents

SAFETY POSTERS

TO MOTORISTS **TO PEDESTRIANS**

FOR DECEMBER SHOWING

IMPRINT DEADLINE OCTOBER 15th



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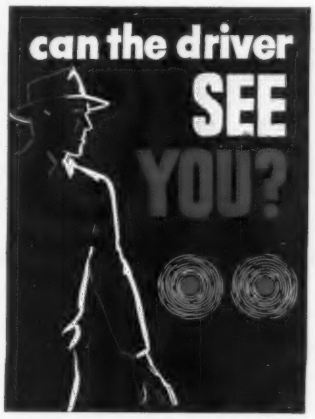
T-0891-A 8½x11½



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ADVANCE SHOWING FOR JANUARY POSTING

IMPRINT DEADLINE NOVEMBER 15th

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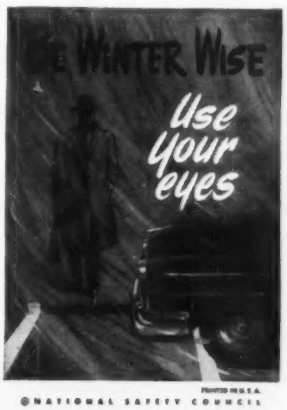
T-0824-A 8½x11½



T-0825-B 17x23

PRICES FOR ABOVE POSTERS

Traffic Posters—T-prefix to number

	1-9	10-99	100-999	1000-4999*
A Size	$0.12	$0.07	$0.05	$0.04
B Size	0.18	0.15	0.138	0.108
C Size	.29	.23	.19	.17

YOUR CREDIT LINE can be imprinted (at the time of the press run) on B and C posters only. A minimum of 45 days prior to the first day of the month of posting is required on all orders for imprinting.

*Write for prices on quantities of 5,000 or more or for special rates on annual poster orders.

SAFETY POSTERS

POSTER PRICES

Posters illustrated on these pages are included in the automatic Motor Transportation poster services. Automatic poster sets are available on yearly subscription that provides (4) subjects per month viz. (2) "A" size (8½"x11½") and (2) "B" size (17"x23"). Automatic service is provided in the following categories:

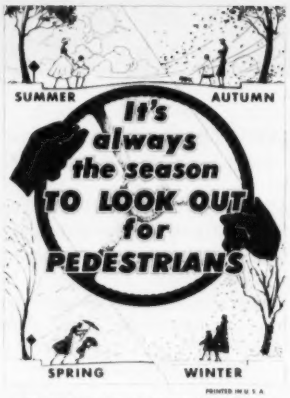
City Truck	City Bus	Annual price 1-4 sets, $7.68 per set;
Intercity Truck	Intercity Bus	5-49 sets, $6.48 per set; 50-999 sets,
Sales Truck	Taxicab	$5.16 per set.
Truck Terminal	Bus Terminal	

Posters are available for individual selection at the following prices:

	1-9	10-99	100-999	1000-4999*
A size—assorted	.12	.08	.055	.045
—same	.12	.07	.05	.04
B size—assorted	.20	.19	.16	.13
—same	.20	.17	.15	.12

(Posters on these pages are double these prices to non-members of the National Safety Council.) YOUR CREDIT LINE can be imprinted on any of the featured posters 17"x23". A minimum of 45 days prior to the first day of the month of posting is required on all orders for imprinting. *Write for prices on quantities of 5,000 or more.

4-colors



V-0849-A 8½x11½

0843-B 17x23

4-colors

0811-A 8½x11½

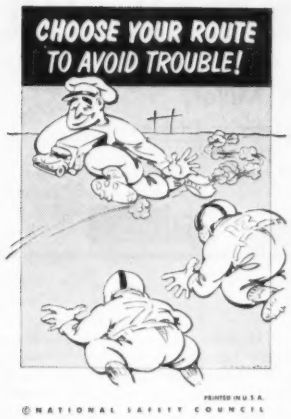
0617-A 8½x11½

9689-B 17x23

WEAR NO LOOSE CLOTHING
STOP MACHINERY BEFORE CLEANING
THINK for TWO —the machine and you!
USE EYE PROTECTION
KEEP GUARDS IN PLACE
NATIONAL SAFETY COUNCIL

9500-B 17x23

9477-A 8½x11½



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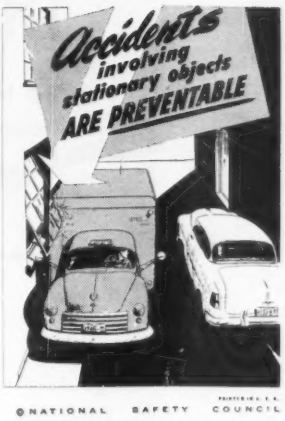

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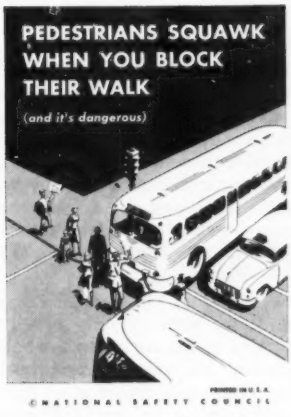
V-0886-B 17x23



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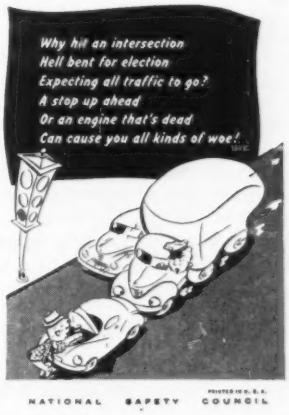
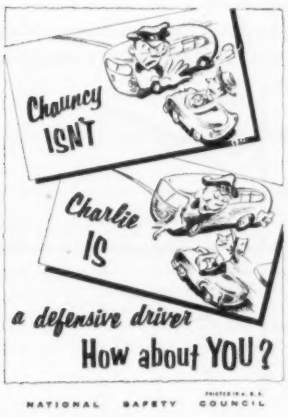
V-0289-B 17x23


Why hit an intersection
Hell bent for election
Expecting all traffic to go?
A stop up ahead
Or an engine that's dead
Can cause you all kinds of woe!
NATIONAL SAFETY COUNCIL

V-8842-B 17x23



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V-8016-B 17x23

V-8566-B 17x23

THE TRAFFIC TOLL

By H. Gene Miller,
Director, NSC Statistics Division

Traffic Toll hits all-time high for first seven months—21,730. July deaths 3,750, up 5 per cent from last year's high July figure to mark 17th consecutive month to show an increase.

JULY traffic deaths totalled 3,570—5 per cent more than the deaths of July a year ago and the largest July number on record. The previous July high was in 1937 with 3,419 deaths.

For the first seven months of this year, deaths totalled 21,730, 9 per cent more than the 1955 total of 19,930. This year's seven-month total was another all-time high, surpassing the previous high in 1937 of 20,739.

July was the 17th consecutive month in which deaths were higher than in the corresponding month of the year previous.

Travel figures are available only for that period deaths were up 9 per cent, whereas mileage was up only 6 per cent. This results in a mileage death rate of 5.9 (deaths per 100,000,000 vehicle miles), 3 per cent higher than the comparable 1955 rate of 5.7.

Forty-six states reported to the Council for July. Of these, 17 reported decreases in deaths, one no change and 28 increases. For the seven-month period, 13 states had decreases and 33 showed increases. The 13 states showing decreases for seven months were:

7 Months	% Change
Rhode Island	—43%
New Hampshire	—25%
Delaware	—16%
Nevada	—16%
Tennessee	—10%
Minnesota	— 7%
South Dakota	— 7%
Michigan	— 4%
Colorado	— 4%
Connecticut	— 3%
North Carolina	— 1%
Illinois	*
New Jersey	*

*Less than half of one per cent.

All regions, except the Mountain Region, reported increases in deaths in July ranging from 2 to 13 per cent. The Mountain Region had a 2 per cent decrease in deaths. For the seven-month all regions had increases in deaths ranging from 4 per cent in the North Atlantic Region to 18 per cent in the Pacific Region.

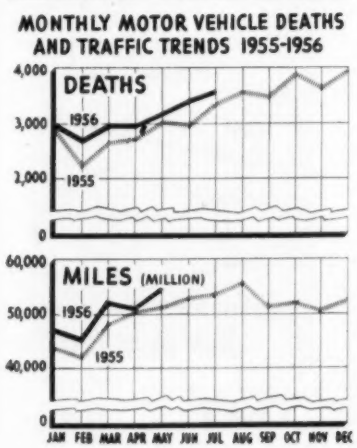
Reports from 585 cities in July show that deaths were up only 1 per cent compared to the nation as a whole of 5 per cent. For the seven-month period these same cities reported an increase of 7 per cent as against an increase of 9 per cent for the entire nation.

Of the 585 cities reporting in July, 98 had decreases in deaths, 386 reported no change and 101 showed in-

MOTOR-VEHICLE DEATHS
1954, 1955, and 1956

Month	1954	1955	1956	1954-56 Change	1955-56 Change
January	2,816	2,820	2,960	+ 5%	+ 5%
February	2,472	2,300	2,710	+10%	+18%
March	2,503	2,640	2,960	+18%	+12%
April	2,589	2,740	2,960	+14%	+ 8%
May	2,877	3,050	3,170	+10%	+ 4%
June	2,748	2,980	3,400	+24%	+14%
July	3,044	3,400	3,570	+17%	+ 5%
Seven Months	19,049	19,930	21,730	+14%	+ 9%
August	3,214	3,530			
September	3,070	3,400			
October	3,478	3,880			
November	3,253	3,600			
December	3,522	3,960			
TOTAL	35,586	38,300			

All 1954 figures are from N.O.V.S. All other figures are National Safety Council estimates. The 1956 national estimate is arrived at by assuming that the percentage change from 1955 to 1956 in the states reporting for both years reflects the 1955-56 change in the entire country. Since national estimates made in this way become more accurate as more states report, revisions are made from time to time as new reports are received for the various months. For this reason the figures given above for 1956 may differ slightly from figures for the same months which will be published in future issues of PUBLIC SAFETY.



creases. For the seven-month period, 200 had decreases, 171 no change and 214 increases. Of the cities having fewer deaths for the seven-month period, the following had populations over 200,000:

City	Decrease in Deaths	Decrease in Per Cent
Rochester, N. Y.	6	—55%
Dayton, Ohio	6	—33%
Houston, Texas	16	—31%
Dallas, Texas	6	—27%
San Antonio, Texas	9	—26%
Minneapolis, Minn.	6	—26%
Toledo, Ohio	3	—23%
Providence, R. I.	2	—22%
Cincinnati, Ohio	7	—21%
St. Paul, Minn.	3	—18%
Denver, Colo.	2	—10%
Oklahoma City, Okla.	1	—10%
Jacksonville, Fla.	1	— 9%
Pittsburgh, Pa.	3	— 9%
Atlanta, Ga.	3	— 8%
Long Beach, Calif.	1	— 6%
New York, N. Y.	16	— 5%
Chicago, Ill.	1	— 4%

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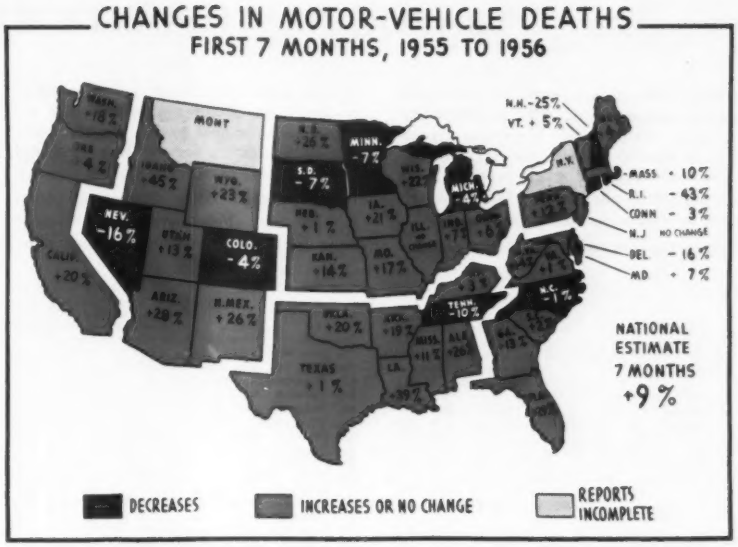

TRAFFIC DEATHS—STATE RECORDS

Deaths are reported by state traffic authorities.

Population Rate: U. S. population rate is the estimated annual number of deaths per 100,000 population, assuming that deaths for the rest of the year will follow the normal seasonal pattern. State population rate is the estimated annual number of deaths per 100,000 population, assuming that the monthly average of deaths will remain at the present average for the rest of the year. Population rates are based on the July 1, 1955 census.

States shown in heavy type have improved in 1956 compared with 1955, or showed no change. All figures are provisional.

Mileage Rate: The number of deaths per 100 million vehicle miles of travel.

(Figures in parenthesis following the 1956 mileage rate indicate the number of months for which the mileage rate is calculated for each state.)

	Months Reported	Deaths Identical Period 1956	1955	1954	% Changes 1955 to 1956	1954 to 1956	1956 Pop. Rate	1956 Mile. Rate	
TOTAL U. S.	7	21,730	19,930	19,049	+ 9%	+ 14%	25.0	5.9	(5)
Ala.	7	530	420	427	+ 26%	+ 24%	30.0	8.6	(5)
Ariz.	7	238	186	237	+ 28%	0	41.6	8.7	(5)
Ark.	7	237	200	209	+ 19%	+ 13%	22.7	6.6	(3)
Calif.	7	1,985	1,655	1,637	+ 20%	+ 21%	26.1	5.5	(3)
Colo.	7	212	221	198	— 4%	+ 7%	23.5	5.1	(5)
Conn.	7	168	173	133	— 3%	+ 26%	12.9	3.2	(5)
Del.	7	49	58	48	— 16%	+ 2%	21.7	4.6	(5)
Fla.	7	700	544	556	+ 29%	+ 26%	34.8	7.5	(4)
Ga.	7	615	544	515	+ 13%	+ 19%	29.1	7.3	(4)
Idaho	7	136	94	107	+ 45%	+ 27%	38.3	7.4	(4)
Ill.	7	1,111	1,113	1,099	0	+ 1%	20.3	6.0	(5)
Ind.	7	624	585	584	+ 7%	+ 7%	24.7	5.2	(5)
Ia.	7	385	318	325	+ 21%	+ 18%	24.5	5.1	(4)
Kans.	7	355	311	302	+ 14%	+ 18%	29.5	6.1	(5)
Ky.	7	411	399	391	+ 3%	+ 5%	23.4	6.6	(5)
La.	7	478	343	328	+ 39%	+ 46%	28.0	8.4	(5)
Me.	7	77	74	71	+ 4%	+ 8%	14.6	3.4	(5)
Md.	7	291	273	281	+ 7%	+ 4%	18.7	5.0	(4)
Mass.	7	309	281	237	+ 10%	+ 30%	10.6	3.5	(5)
Mich.	7	945	989	903	— 4%	+ 5%	22.4	5.7	(5)
Minn.	7	297	319	355	— 7%	— 16%	16.0	3.5	(5)
Miss.	7	284	255	222	+ 11%	+ 28%	23.1	6.8	(5)
Mo.	7	595	507	518	+ 17%	+ 15%	24.7	5.6	(5)
Mont.	6	116	93	74	+ 25%	+ 57%	36.7	6.9	(5)
Neb.	7	163	162	169	+ 1%	— 4%	20.2	4.5	(5)
Nev.	7	79	94	84	— 16%	— 6%	60.2	8.1	(4)
N. H.	7	53	71	54	— 25%	— 2%	16.3	3.9	(5)
N. J.	7	415	416	403	0	+ 3%	13.1	3.4	(4)
N. M.	7	221	176	194	+ 26%	+ 14%	47.7	7.7	(5)
N. Y.	6	932	895	882	+ 4%	+ 6%	11.6	4.7	(5)
N. C.	7	593	601	491	— 1%	+ 21%	23.7	6.6	(5)
N. D.	7	87	69	64	+ 26%	+ 36%	23.2	.....	.....
Ohio	7	1,068	1,011	989	+ 6%	+ 8%	20.4	5.0	(4)
Okla.	7	375	312	307	+ 20%	+ 22%	29.7	6.2	(4)
Ore.	7	224	215	211	+ 4%	+ 6%	23.0	5.4	(4)
Pa.	7	980	876	845	+ 12%	+ 16%	15.1	4.7	(5)
R. I.	7	29	51	32	— 43%	— 9%	5.9	1.7	(5)
S. C.	7	382	374	324	+ 2%	+ 18%	28.7	8.0	(5)
S. D.	7	93	100	83	— 7%	+ 12%	23.5	4.0	(5)
Tenn.	7	411	456	413	— 10%	0	20.6	5.7	(5)
Texas	7	1,359	1,340	1,296	+ 1%	+ 5%	27.2	5.7	(5)
Utah	7	117	104	96	+ 13%	+ 22%	25.7	6.4	(4)
Vt.	7	46	44	28	+ 5%	+ 64%	20.9	6.2	(4)
Va.	7	470	464	405	+ 1%	+ 16%	22.5	5.7	(5)
Wash.	7	271	230	202	+ 18%	+ 34%	18.1	4.3	(5)
W. Va.	7	238	209	181	+ 14%	+ 31%	20.4	6.5	(5)
Wis.	7	541	444	448	+ 22%	+ 21%	25.1	6.6	(4)
Wyo.	7	96	78	80	+ 23%	+ 20%	53.8	7.6	(5)
CANADIAN PROVINCES									
Alt.	3	34	44	41	— 23%	— 17%	14.5	.....	.....
B. C.	5	82	54	56	+ 52%	+ 46%	16.9	.....	.....
Man.	6	42	36	42	+ 17%	0	10.8	.....	.....
Ont.	5	347	375	317	— 7%	+ 9%	18.1	.....	.....
Sask.	6	32	30	8	+ 7%	+300%	7.7	.....	.....

TRAFFIC DEATHS—CITY RECORDS

The table covers only motor-vehicle deaths resulting from traffic accidents that occurred in the city. Nontraffic motor-vehicle deaths (where the accident occurred on home or work premises) are not included; nor are deaths in the city from accidents occurring outside.

Rankings are based on the 1956 registration death rate which is the number of deaths per 10,000 registered motor vehicles on an annual basis. Vehicle registration figures are for the year 1955 and were supplied by R. L. Polk & Company.

Cities are ranked by death rates—from low to high. When two or more cities have exactly the same rate, ranking is by total vehicle registrations—from large to small.

Cities shown in heavy type have improved in 1956 compared with 1955.

The population death rate is the number of deaths per 100,000 population on an annual basis. Populations are as of April, 1950, or later censuses taken by the U. S. Bureau of the Census.

	Seven Months 1956	1955	1954	1956 Reg. Rate	1956 Pop. Rate
ALL REPORTING CITIES				2.4	9.2
Group I (1,000,000 and over)					
1. Detroit, Mich.	124	113	124	3.1	11.5
2. Chicago, Ill.	**188**	**199**	**213**	**3.3**	**8.9**
3. Los Angeles, Calif.	222	197	182	3.5	17.0
All cities in this group				3.6	8.4
4. New York, N. Y.	**309**	**325**	**311**	**3.7**	**6.7**
5. Philadelphia, Pa.	110	92	98	3.8	9.1
Group II (750,000 to 1,000,000)					
1. San Francisco, Calif.	45	45	45	2.8	9.9
2. Washington, D. C.	35	31	36	2.8	7.0
All cities in this group				3.3	10.0
3. Cleveland, Ohio	61	43	54	3.4	11.4
4. St. Louis, Mo.	61	45	61	3.4	12.4
5. Boston, Mass.	36	33	35	3.4	7.7
6. Baltimore, Md.	63	53	48	3.8	11.4
Group III (500,000 to 750,000)					
1. Dallas, Texas	**16**	**22**	**31**	**1.1**	**5.0**
2. Minneapolis, Minn.	**17**	**23**	**23**	**1.4**	**5.6**
3. Houston, Texas	**35**	**51**	**48**	**1.9**	**8.4**
4. Seattle, Wash.	33	14	27	2.3	10.9
All cities in this group				2.3	8.9
5. Buffalo, N. Y.	27	27	25	2.5	8.0
6. Cincinnati, Ohio	**26**	**33**	**30**	**2.5**	**8.8**
7. Pittsburgh, Pa.	**31**	**34**	**30**	**2.7**	**7.9**
8. Milwaukee, Wis.	43	25	34	3.3	10.4
9. New Orleans, La.	45	34	36	3.0	13.5
Group IV (350,000 to 500,000)					
1. Denver, Colo.	**18**	**20**	**17**	**1.5**	**7.4**
2. Indianapolis, Ind.	29	24	26	2.0	10.1
3. Kansas City, Mo.	22	20	25	2.1	8.4
4. Portland, Ore.	26	26	17	2.2	11.9
5. San Antonio, Tex.	**25**	**34**	**22**	**2.3**	**9.7**
6. Oakland, Calif.	22	20	25	2.5	9.8
All cities in this group				2.7	11.1
7. Memphis, Tenn.	24	18	30	3.2	10.4
8. Atlanta, Ga.	**33**	**36**	**35**	**3.3**	**13.2**
9. Louisville, Ky.	34	27	22	4.1	15.1
10. San Diego, Calif.	40	28	26	4.4	15.8
Group V (200,000 to 350,000)					
1. Rochester, N. Y.	**5**	**11**	**14**	**0.6**	**2.6**
2. Wichita, Kan.	6	6	9	0.8	4.8
3. Oklahoma City, Okla.	**9**	**10**	**9**	**1.1**	**6.3**
4. Toledo, Ohio	**10**	**13**	**14**	**1.2**	**5.6**
5. Providence, R. I.	**7**	**9**	**8**	**1.3**	**4.8**
6. Dayton, Ohio	**12**	**18**	**17**	**1.4**	**8.4**
7. Miami, Fla.	19	18	18	1.6	12.6
8. Norfolk, Va.	9	4	5	1.8	7.2
9. St. Paul, Minn.	**14**	**17**	**19**	**1.9**	**7.7**
10. Jacksonville, Fla.	**10**	**11**	**13**	**2.0**	**8.4**
All cities in this group				2.0	9.4
11. Syracuse, N. Y.	9	6	11	2.1	7.0
12. Omaha, Neb.	13	8	6	2.1	8.9
13. Long Beach, Calif.	**17**	**18**	**28**	**2.2**	**11.6**
14. Worcester, Mass.	8	8	11	2.5	6.7
15. Akron, Ohio	18	13	18	2.6	11.2
16. Tampa, Fla.	20	9	24	3.4	15.8
17. Richmond, Va.	21	12	8	3.8	15.2
18. Fort Worth, Texas	33	19	14	3.8	20.5
19. Birmingham, Ala.	25	25	28	3.9	13.1
Group VI (100,000 to 200,000)					
1. Reading, Pa.	**0**	**4**	**7**	**0.0**	**0.0**
2. Utica, N. Y.	**0**	**3**	**2**	**0.0**	**0.0**
3. Rockford, Ill.	**1**	**7**	**5**	**0.3**	**1.6**
4. Fresno, Calif.	**3**	**4**	**0**	**0.6**	**4.8**
5. Des Moines, Iowa	**3**	**5**	**10**	**0.6**	**2.9**
6. Peoria, Ill.	**2**	**4**	**2**	**0.7**	**3.1**
7. Albuquerque, N. M.	**3**	**11**	**8**	**0.7**	**3.7**
8. Wilmington, Del.	3	3	4	0.8	4.7
9. Allentown, Pa.	**2**	**6**	**6**	**0.8**	**3.2**
10. Berkeley, Calif.	3	2	1	1.1	4.5
11. Tulsa, Okla.	8	5	15	1.1	7.5
12. Lubbock, Texas	**3**	**8**	**3**	**1.3**	**4.9**
13. Fort Wayne, Ind.	6	6	8	1.4	7.7
14. South Bend, Ind.	5	2	5	1.4	7.4
15. Evansville, Ind.	5	5	7	1.4	6.7
16. Erie, Pa.	**5**	**6**	**2**	**1.5**	**6.6**
17. Waterbury, Conn.	**3**	**9**	**3**	**1.6**	**4.9**
18. Trenton, N. J.	6	3	3	1.6	8.0
19. Baton Rouge, La.	6	4	6	1.7	8.2
20. Montgomery, Ala.	5	5	3	1.8	8.0
21. Phoenix, Ariz.	**14**	**15**	**7**	**1.8**	**18.6**
22. Bridgeport, Conn.	6	4	6	1.8	6.5
23. Hartford, Conn.	6	4	4	1.9	5.8
24. Flint, Mich.	**11**	**17**	**5**	**1.9**	**11.6**
25. Knoxville, Tenn.	7	6	10	2.0	9.6
26. Tacoma, Wash.	**8**	**10**	**8**	**2.1**	**9.5**
27. Duluth, Minn.	**5**	**7**	**9**	**2.1**	**8.2**
28. Yonkers, N. Y.	6	5	6	2.2	6.7
29. Corpus Christi, Texas	**8**	**10**	**5**	**2.2**	**12.7**
All cities in this group				2.2	10.1
30. Arlington, Va.	7	1	6	2.3	8.9
31. Savannah, Ga.	**6**	**8**	**7**	**2.3**	**8.6**
32. Little Rock, Ark.	6	2	1	2.3	9.6
33. New Haven, Conn.	7	4	4	2.4	7.3
34. Youngstown, Ohio	**10**	**11**	**6**	**2.5**	**10.2**
35. Austin, Texas	**9**	**11**	**4**	**2.6**	**11.6**
36. Sacramento, Calif.	13	9	4	2.6	14.2
37. Canton, Ohio	9	5	6	2.7	13.2
38. Salt Lake City, Utah	13	7	10	2.8	12.2
39. Shreveport, La.	11	4	4	2.9	14.8
40. Grand Rapids, Mich.	18	8	6	2.9	17.5
41. Elizabeth, N. J.	6	4	2	2.9	9.1
42. Lincoln, Neb.	8	0	1	2.9	11.8
43. Glendale, Calif.	9	3	4	2.9	14.7
44. Spokane, Wash.	13	8	5	3.0	15.8
45. Pasadena, Calif.	11	9	4	3.0	18.0
46. Nashville, Tenn.	18	13	10	3.2	17.7
47. Springfield, Mass.	11	6	4	3.2	11.6
48. Charlotte, N. C.	16	14	13	3.2	20.5
49. Amarillo, Texas	10	4	4	3.8	17.1
50. San Jose, Calif.	17	7	7	3.9	28.5
51. Mobile, Ala.	12	9	5	4.1	15.9
52. Cambridge, Mass.	7	1	0	4.1	9.9
53. Gary, Ind.	15	10	7	4.3	19.2
54. Chattanooga, Tenn.	16	7	9	5.4	20.9
Group VII (50,000 to 100,000)					
1. Evanston, Ill.	**0**	**2**	**1**	**0.0**	**0.0**
2. Pawtucket, R. I.	**0**	**2**	**4**	**0.0**	**0.0**
3. Wilkes-Barre, Pa.	**0**	**2**	**2**	**0.0**	**0.0**
4. Aurora, Ill.	**0**	**1**	**0**	**0.0**	**0.0**
5. Kenosha, Wis.	**0**	**1**	**4**	**0.0**	**0.0**
6. Cicero, Ill.	**0**	**2**	**4**	**0.0**	**0.0**
7. Brockton, Mass.	**0**	**3**	**4**	**0.0**	**0.0**
8. Woonsocket, R. I.	**0**	**3**	**0**	**0.0**	**0.0**
9. Madison, Wis.	**1**	**3**	**4**	**0.4**	**1.8**
10. Schenectady, N. Y.	1	1	1	0.4	1.9
11. Pueblo, Colo.	**1**	**8**	**3**	**0.5**	**2.7**
12. Springfield, Mo.	**1**	**3**	**5**	**0.5**	**2.6**
13. Charleston, W. Va.	**1**	**4**	**5**	**0.5**	**2.3**
14. Macon, Ga.	**1**	**4**	**5**	**0.5**	**2.4**
15. Binghamton, N. Y.	**1**	**4**	**1**	**0.5**	**2.1**
16. Columbus, Ga.	**1**	**5**	**3**	**0.5**	**2.1**
17. Davenport, Iowa	**1**	**4**	**3**	**0.5**	**2.3**
18. Johnstown, Pa.	**1**	**7**	**2**	**0.5**	**2.7**
19. Santa Barbara, Calif.	**1**	**6**	**3**	**0.6**	**3.4**
20. Bay City, Mich.	**1**	**2**	**2**	**0.7**	**3.3**
21. Sioux Falls, S. D.	**1**	**3**	**0**	**0.7**	**3.2**
22. Asheville, N. C.	**1**	**6**	**6**	**0.7**	**3.2**
23. Pomona, Calif.	**1**	**7**	**2**	**0.7**	**3.3**
24. New Britain, Conn.	**1**	**3**	**3**	**0.7**	**2.3**
25. Burbank, Calif.	**2**	**3**	**4**	**0.7**	**3.9**
26. Alameda, Calif.	**1**	**2**	**0**	**0.8**	**2.4**
27. Roanoke, Va.	**2**	**6**	**5**	**0.9**	**3.7**
28. Springfield, Ohio	**2**	**4**	**4**	**0.9**	**4.4**
29. Lansing, Mich.	**3**	**5**	**6**	**0.9**	**5.6**
30. Pontiac, Mich.	**3**	**6**	**5**	**1.0**	**7.0**
31. West Allis, Wis.	2	1	2	1.0	6.2
32. Racine, Wis.	2	2	3	1.1	4.8
33. Lexington, Ky.	2	2	3	1.1	6.2
34. Raleigh, N. C.	3	1	1	1.1	7.8
35. Durham, N. C.	2	1	1	1.1	4.8
36. Stockton, Calif.	**4**	**5**	**3**	**1.2**	**9.1**
37. Mount Vernon, N. Y.	**2**	**3**	**1**	**1.2**	**4.8**
38. Abilene, Texas	2	2	1	1.3	5.7
39. Lynn, Mass.	2	2	2	1.3	3.4
40. Alexandria, Va.	3	1	1	1.3	8.3
41. Miami Beach, Fla.	**2**	**3**	**1**	**1.3**	**6.7**
42. New Rochelle, N. Y.	2	1	0	1.5	5.7
43. Covington, Ky.	**2**	**3**	**2**	**1.5**	**5.3**
44. Winston-Salem, N. C.	4	0	5	1.5	7.8
45. Springfield, Ill.	**4**	**7**	**4**	**1.5**	**8.4**
46. Wichita Falls, Texas	3	3	0	1.5	7.6
47. Fort Lauderdale, Fla.	4	4	3	1.5	10.9
48. Columbia, S. C.	4	3	5	1.5	7.1
49. Hamilton, Ohio	3	0	2	1.6	8.9
50. Topeka, Kan.	4	2	2	1.6	8.7
51. Augusta, Ga.	**3**	**4**	**5**	**1.6**	**7.2**
52. Cedar Rapids, Iowa	3	3	6	1.7	7.1
53. Greensboro, N. C.	4	3	3	1.7	9.2
54. Dubuque, Iowa	**2**	**4**	**1**	**1.8**	**6.7**
55. Stamford, Conn.	**3**	**8**	**5**	**1.8**	**6.9**
56. Waterloo, Iowa	3	3	3	1.8	7.9
57. Decatur, Ill.	4	2	2	1.8	10.3
All cities in this group				1.8	8.1
58. Pittsfield, Mass.	**2**	**9**	**1**	**1.9**	**6.4**
59. Jackson, Miss.	**5**	**9**	**3**	**1.9**	**8.7**
60. Portsmouth, Va.	3	2	4	1.9	6.4
61. Jackson, Mich.	4	4	6	1.9	13.4
62. Brookline, Mass.	2	2	2	2.0	6.0
63. Passaic, N. J.	2	2	2	2.0	5.9
64. Joliet, Ill.	4	3	5	2.0	13.5
65. Tucson, Ariz.	8	0	7	2.0	26.0
66. Lancaster, Pa.	4	2	3	2.0	10.8
67. Manchester, N. H.	3	3	3	2.0	6.2
68. Lakewood, Ohio	3	2	0	2.2	7.5
69. Kalamazoo, Mich.	6	1	2	2.2	17.8
70. Royal Oak, Mich.	5	3	4	2.3	12.1
71. St. Joseph, Mo.	4	1	1	2.3	8.7
72. San Bernardino, Calif.	**7**	**8**	**5**	**2.5**	**16.3**
73. Muncie, Ind.	5	4	1	2.6	14.6
74. Fort Smith, Ark.	3	2	6	2.7	9.1
75. Saginaw, Mich.	8	7	6	2.7	14.8
76. Lorain, Ohio	4	2	1	2.8	13.4
77. Oak Park, Ill.	4	3	4	3.0	10.8
78. Hoboken, N. J.	2	0	0	3.1	6.8
79. Santa Monica, Calif.	**5**	**6**	**3**	**3.1**	**11.4**
80. Terre Haute, Ind.	6	5	5	3.2	16.0
81. Wheeling, W. Va.	**4**	**5**	**0**	**3.2**	**11.6**
82. Charleston, S. C.	4	2	1	3.3	9.8
83. East Chicago, Ind.	3	0	4	3.3	9.5
84. East Orange, N. J.	5	3	0	3.3	10.8
85. Green Bay, Wis.	6	1	4	3.6	19.5
86. Gadsden, Ala.	3	3	6	3.6	9.2
87. Waco, Texas	9	4	6	3.7	18.2
88. Hammond, Ind.	7	2	5	3.8	13.7
89. Portland, Me.	6	1	4	4.1	13.2
90. Bethlehem, Pa.	7	2	5	4.6	18.1
91. Medford, Mass.	5	1	4	4.8	13.0
92. West Palm Beach, Fla.	9	1	5	4.9	30.3
93. Niagara Falls, N. Y.	10	4	2	5.1	18.9
94. Sioux City, Iowa	10	0	4	5.4	20.4
95. Richmond, Calif.	10	3	0	5.9	17.2
96. Atlantic City, N. J.	9	6	8	13.2	25.0
Group VIII (25,000 to 50,000)					
1. Battle Creek, Mich.	**0**	**3**	**2**	**0.0**	**0.0**
2. Las Vegas, Nev.	**0**	**7**	**0**	**0.0**	**0.0**
3. Billings, Mont.	**0**	**2**	**0**	**0.0**	**0.0**
4. Elkhart, Ind.	0	0	1	0.0	0.0
5. Spartanburg, S. C.	**0**	**2**	**2**	**0.0**	**0.0**
6. Lafayette, Ind.	0	0	1	0.0	0.0
7. Poughkeepsie, N. Y.	**0**	**2**	**1**	**0.0**	**0.0**
8. Cheyenne, Wyo.	0	0	2	0.0	0.0
9. Elyria, Ohio	0	0	3	0.0	0.0
10. Richmond, Ind.	0	0	1	0.0	0.0
11. Zanesville, Ohio	**0**	**1**	**1**	**0.0**	**0.0**
12. Vallejo, Calif.	**0**	**2**	**5**	**0.0**	**0.0**
13. Fargo, N. D.	0	0	1	0.0	0.0
14. Marion, Ohio	**0**	**1**	**3**	**0.0**	**0.0**
15. Bloomington, Ind.	0	0	0	0.0	0.0
16. Eau Claire, Wis.	**0**	**3**	**0**	**0.0**	**0.0**
17. Arlington, Mass.	**0**	**2**	**3**	**0.0**	**0.0**
18. Rochester, Minn.	0	0	1	0.0	0.0
19. Stratford, Conn.	0	0	1	0.0	0.0
20. Beloit, Wis.	0	0	1	0.0	0.0
21. Newport News, Va.	0	0	3	0.0	0.0
22. Galesburg, Ill.	**0**	**2**	**0**	**0.0**	**0.0**
23. Rome, N. Y.	0	0	1	0.0	0.0
24. Bloomington, Ill.	**0**	**1**	**1**	**0.0**	**0.0**
25. Jackson, Tenn.	**0**	**4**	**2**	**0.0**	**0.0**
26. Kingston, N. Y.	0	0	1	0.0	0.0
27. Fond du Lac, Wis.	0	0	2	0.0	0.0
28. Manitowoc, Wis.	**0**	**1**	**1**	**0.0**	**0.0**
29. Torrington, Conn.	**0**	**2**	**1**	**0.0**	**0.0**

	Seven Months 1956	1955	1954	1956 Reg. Rate	1956 Pop. Rate
30. Fairmont, W. Va.	0	0	0	0.0	0.0
31. Milford, Conn.	**0**	**2**	**2**	**0.0**	**0.0**
32. Greenville, Miss.	0	0	0	0.0	0.0
33. Shaker Heights, Ohio	0	0	1	0.0	0.0
34. Richfield, Minn.	0	0	0	0.0	0.0
35. Mt. Lebanon, Pa.	0	0	0	0.0	0.0
36. Annapolis, Md.	**0**	**2**	**1**	**0.0**	**0.0**
37. Odessa, Texas	1	1	3	0.6	5.8
38. San Leandro, Calif.	**1**	**3**	**1**	**0.7**	**5.2**
39. High Point, N. C.	1	0	3	0.7	4.3
40. Reno, Nev.	**1**	**2**	**3**	**0.7**	**5.3**
41. Elmira, N. Y.	1	1	2	0.8	3.4
42. Everett, Wash.	**1**	**3**	**3**	**0.8**	**5.1**
43. Tallahassee, Fla.	1	0	3	0.9	4.5
44. Colorado Spgs., Colo.	2	2	1	0.9	7.5
45. Appleton, Wis.	**1**	**3**	**3**	**0.9**	**5.0**
46. Enid, Okla.	**1**	**2**	**0**	**0.9**	**4.8**
47. Plainfield, N. J.	**1**	**2**	**0**	**0.9**	**4.0**
48. Bloomfield, N. J.	1	1	0	0.9	3.5
49. Hamtramck, Mich.	**1**	**2**	**5**	**1.0**	**4.0**
50. Muskegon, Mich.	2	0	2	1.0	7.1
51. Oshkosh, Wis.	1	1	2	1.0	4.2
52. Hagerstown, Md.	**1**	**3**	**2**	**1.0**	**4.7**
53. Newburgh, N. Y.	**1**	**2**	**0**	**1.0**	**5.3**
54. Salina, Kan.	1	0	2	1.0	6.5
55. Pocatello, Idaho	1	0	1	1.0	6.6
56. Boise, Idaho	**2**	**3**	**0**	**1.0**	**10.0**
57. West Hartford, Conn.	1	1	1	1.0	3.9
58. Rome, Ga.	1	1	2	1.1	5.8
59. East Cleveland, Ohio	**1**	**2**	**1**	**1.1**	**4.3**
60. Mishawaka, Ind.	1	0	2	1.1	5.2
61. Yakima, Wash.	2	0	2	1.1	8.9
62. Wausau, Wis.	1	1	0	1.2	5.6
63. Barberton, Ohio	1	1	2	1.2	6.2
64. Anderson, Ind.	2	2	1	1.2	7.3
65. Gainesville, Fla.	1	0	0	1.2	6.4
66. Sandusky, Ohio	**1**	**2**	**2**	**1.2**	**5.8**
67. Linden, N. J.	**1**	**5**	**2**	**1.2**	**5.6**
68. Steubenville, Ohio	**1**	**2**	**1**	**1.2**	**4.8**
69. Lake Charles, La.	2	1	3	1.2	8.3
70. West Orange, N. J.	**1**	**2**	**3**	**1.3**	**6.0**
71. Wyandotte, Mich.	**2**	**3**	**1**	**1.3**	**9.3**
72. Fitchburg, Mass.	1	1	0	1.3	4.0
73. Daly City, Calif.	1	0	0	1.3	5.6
74. Watertown, N. Y.	1	1	1	1.3	5.0
75. Mason City, Iowa	1	0	2	1.3	6.1
76. St. Cloud, Minn.	**1**	**3**	**2**	**1.4**	**6.0**
77. New Kensington, Pa.	1	0	0	1.4	6.8
78. Ann Arbor, Mich.	2	1	2	1.4	7.1
79. Bristol, Conn.	**1**	**3**	**1**	**1.5**	**4.8**
80. Oak Ridge, Tenn.	**1**	**2**	**2**	**1.5**	**5.7**
81. Kokomo, Ind.	**2**	**5**	**3**	**1.6**	**8.9**
82. Midland, Texas	2	0	2	1.6	10.4
83. St. Louis Pk., Minn.	**1**	**2**	**1**	**1.7**	**4.8**
84. Elgin, Ill.	2	2	0	1.7	7.2
85. Culver City, Calif.	**2**	**5**	**1**	**1.7**	**10.9**
All cities in this group				1.7	8.2
86. Great Falls, Mont.	**2**	**3**	**2**	**1.8**	**8.8**
87. Wilmington, N. C.	**2**	**3**	**3**	**1.8**	**7.6**
88. La Crosse, Wis.	2	0	0	1.8	7.2
89. Jamestown, N. Y.	2	0	2	1.8	7.9
90. Wauwatosa, Wis.	2	1	5	1.8	10.3
91. Parma, Ohio	**2**	**3**	**2**	**1.9**	**11.9**
92. Concord, N. H.	**1**	**2**	**2**	**1.9**	**6.1**
93. Owensboro, Ky.	2	1	3	1.9	10.2
94. Lynchburg, Va.	2	2	3	2.0	7.2
95. White Plains, N. Y.	3	1	1	2.1	11.8
96. Chicopee, Mass.	**2**	**3**	**0**	**2.1**	**7.0**
97. Champaign, Ill.	2	0	0	2.1	8.7
98. Danville, Va.	2	0	1	2.2	7.7
99. East Hartford, Conn.	2	1	1	2.2	11.5
100. Pine Bluff, Ark.	2	1	0	2.2	9.2
101. Danbury, Conn.	2	0	1	2.2	11.3
102. Vancouver, Wash.	3	0	0	2.3	12.3
103. Beverly Hills, Calif.	3	2	2	2.4	16.9
104. Maywood, Ill.	2	1	2	2.4	12.5
105. Waukegan, Ill.	3	1	0	2.5	11.0
106. Burlington, Iowa	2	0	0	2.5	11.2
107. Lockport, N. Y.	2	1	1	2.5	13.7
108. Warren, Ohio	4	4	4	2.5	13.7
109. Hamden, Conn.	2	2	5	2.5	11.5
110. Hackensack, N. J.	2	2	3	2.7	11.7
111. Moline, Ill.	3	2	0	2.7	13.7
112. Montclair, N. J.	2	2	2	2.8	7.8
113. Middletown, Ohio	3	2	0	2.8	15.3
114. Palo Alto, Calif.	4	1	0	2.8	16.7
115. Petersburg, Va.	2	2	1	2.8	9.8
116. New London, Conn.	2	1	3	2.8	11.2
117. Bangor, Me.	2	2	3	3.0	10.9
118. Fairfield, Conn.	**2**	**5**	**1**	**3.0**	**11.2**
119. Brownsville, Texas	2	2	0	3.0	9.5
120. Lwr. Merion Twp., Pa.	3	1	2	3.1	10.6
121. Rapid City, S. D.	3	1	3	3.1	20.3
122. Highland Park, Mich.	4	4	3	3.2	14.8
123. Superior, Wis.	2	1	0	3.3	9.7
124. Middletown, Conn.	2	0	1	3.4	11.5
125. Council Bluffs, Iowa	4	0	3	3.4	15.1
126. Grand Forks, N. D.	1	0	3	3.6	12.8
127. Revere, Mass.	2	2	0	3.6	9.3
128. Cuyahoga Falls, Ohio	4	0	1	3.6	23.5
129. West Covina, Calif.	**2**	**4**	**0**	**3.7**	**9.5**
130. Tuscaloosa, Ala.	4	1	9	3.9	14.8
131. Belmont, Mass.	1	0	0	4.1	12.5
132. Clearwater, Fla.	4	1	1	4.2	23.6
133. Coral Gables, Fla.	4	2	2	4.2	23.5
134. Greenwich, Conn.	**3**	**4**	**4**	**4.4**	**12.6**
135. Meriden, Conn.	4	3	3	4.5	15.6
136. Lincoln Park, Mich.	5	1	4	4.7	29.2
137. Provo, Utah	3	2	1	4.7	17.8
138. Granite City, Ill.	4	1	2	4.8	23.3
139. Mansfield, Ohio	8	1	1	4.9	31.4
140. West Haven, Conn.	**4**	**5**	**1**	**4.9**	**21.4**
141. Norwich, Conn.	4	1	1	4.9	18.2
142. Norwalk, Conn.	4	4	6	5.3	13.9
143. Euclid, Ohio	5	1	2	5.6	20.7
144. Portsmouth, Ohio	7	4	2	7.0	32.6
145. Kearny, N. J.	**4**	**6**	**5**	**7.0**	**17.2**
146. Manchester, Conn.	7	1	1	8.1	35.2
147. Winona, Minn.	5	4	1	8.7	34.3
148. Vineland, N. J.	7	3	5	9.4	36.4

Group IX (10,000 to 25,000)

1. Birmingham, Mich.	**0**	**1**	**2**	**0.0**	**0.0**
2. Hollywood, Fla.	**0**	**2**	**1**	**0.0**	**0.0**
3. Mt. Clemens, Mich.	**0**	**1**	**0**	**0.0**	**0.0**
4. Kingsport, Tenn.	0	0	0	0.0	0.0
5. Benton Harbor, Mich.	**0**	**1**	**0**	**0.0**	**0.0**
6. Aurora, Colo.	0	0	0	0.0	0.0
7. Klamath Falls, Ore.	0	0	1	0.0	0.0
8. Butler, Pa.	**0**	**1**	**0**	**0.0**	**0.0**
9. Elmhurst, Ill.	0	0	1	0.0	0.0
10. Pasadena, Texas	**0**	**3**	**1**	**0.0**	**0.0**
11. Victoria, Texas	**0**	**1**	**0**	**0.0**	**0.0**
12. Ypsilanti, Mich.	**0**	**1**	**0**	**0.0**	**0.0**
13. Holland, Mich.	0	0	0	0.0	0.0
14. Monroe, Mich.	0	0	2	0.0	0.0
15. Janesville, Wis.	0	0	1	0.0	0.0
16. Boulder, Colo.	0	0	0	0.0	0.0
17. Kenmore, N. Y.	**0**	**1**	**0**	**0.0**	**0.0**
18. Shorewood, Wis.	**0**	**3**	**0**	**0.0**	**0.0**
19. Ponca City, Okla.	**0**	**1**	**0**	**0.0**	**0.0**
20. Longview, Wash.	0	0	0	0.0	0.0
21. Fair Lawn, N. J.	**0**	**2**	**2**	**0.0**	**0.0**
22. Sherman, Texas	**0**	**1**	**0**	**0.0**	**0.0**
23. La Porte, Ind.	**0**	**1**	**2**	**0.0**	**0.0**
24. Lawrence, Kans.	0	0	1	0.0	0.0
25. Webster Groves, Mo.	0	0	0	0.0	0.0
26. Statesville, N. C.	0	0	0	0.0	0.0
27. Floral Park, N. Y.	0	0	1	0.0	0.0
28. Morristown, N. J.	0	0	0	0.0	0.0
29. La Grange, Ill.	0	0	0	0.0	0.0
30. Robbinsdale, Minn.	0	0	2	0.0	0.0
31. Plainview, Tex.	**0**	**1**	**0**	**0.0**	**0.0**
32. Sedalia, Mo.	0	0	6	0.0	0.0
33. Meadville, Pa.	0	0	1	0.0	0.0
34. Bismarck, N. D.	0	0	2	0.0	0.0
35. Great Bend, Kans.	**0**	**1**	**0**	**0.0**	**0.0**
36. Tiffin, Ohio	0	0	1	0.0	0.0
37. Wooster, Ohio	**0**	**1**	**0**	**0.0**	**0.0**
38. Lake Worth, Fla.	0	0	1	0.0	0.0
39. Hanford, Calif.	**0**	**1**	**2**	**0.0**	**0.0**
40. Whitefish Bay, Wis.	0	0	0	0.0	0.0
41. Caldwell, Idaho	0	0	1	0.0	0.0
42. Pittsburg, Kans.	0	0	2	0.0	0.0
43. Frankfort, Ind.	0	0	1	0.0	0.0
44. Owosso, Mich.	0	0	1	0.0	0.0
45. Bristol, Pa.	0	0	0	0.0	0.0
46. Hibbing, Minn.	0	0	1	0.0	0.0
47. Frederick, Md.	**0**	**1**	**0**	**0.0**	**0.0**
48. Helena, Mont.	0	0	0	0.0	0.0
49. Jeffersonville, Ind.	**0**	**2**	**1**	**0.0**	**0.0**
50. Monterey, Calif.	**0**	**4**	**1**	**0.0**	**0.0**
51. Streator, Ill.	0	0	0	0.0	0.0
52. Valparaiso, Ind.	**0**	**1**	**0**	**0.0**	**0.0**
53. Kennewick, Wash.	0	0	0	0.0	0.0
54. Connersville, Ind.	**0**	**1**	**1**	**0.0**	**0.0**
55. Martinsburg, W. Va.	0	0	0	0.0	0.0
56. East Haven, Conn.	0	0	0	0.0	0.0
57. Albert Lea, Minn.	0	0	1	0.0	0.0
58. Marietta, Ohio	**0**	**1**	**0**	**0.0**	**0.0**
59. South Portland, Me.	0	0	0	0.0	0.0
60. Hillside, N. J.	0	0	2	0.0	0.0
61. Reidsville, N. C.	**0**	**1**	**1**	**0.0**	**0.0**
62. Berkley, Mich.	0	0	2	0.0	0.0
63. Emporia, Kans.	0	0	0	0.0	0.0
64. Wisconsin Rpds., Wis.	**0**	**1**	**0**	**0.0**	**0.0**
65. Leominster, Mass.	0	0	1	0.0	0.0
66. McAlester, Okla.	0	0	0	0.0	0.0
67. Sterling, Ill.	0	0	1	0.0	0.0
68. East Lansing, Mich.	**0**	**1**	**0**	**0.0**	**0.0**
69. Cranford, N. J.	0	0	1	0.0	0.0
70. Bellevue, Pa.	0	0	0	0.0	0.0
71. Stillwater, Okla.	0	0	0	0.0	0.0
72. El Dorado, Kans.	0	0	0	0.0	0.0
73. New Bern, N. C.	**0**	**1**	**1**	**0.0**	**0.0**
74. St. Augustine, Fla.	0	0	0	0.0	0.0
75. Arkansas City, Kans.	0	0	0	0.0	0.0
76. Brainerd, Minn.	**0**	**1**	**0**	**0.0**	**0.0**
77. Highland Park, Texas	0	0	1	0.0	0.0
78. Greenwood, Miss.	**0**	**3**	**0**	**0.0**	**0.0**
79. Moorhead, Minn.	**0**	**1**	**0**	**0.0**	**0.0**
80. Oswego, N. Y.	0	0	2	0.0	0.0
81. Albany, Calif.	0	0	0	0.0	0.0
82. Norfolk, Neb.	0	0	1	0.0	0.0
83. Naugatuck, Conn.	**0**	**1**	**0**	**0.0**	**0.0**
84. Brookfield, Ill.	0	0	1	0.0	0.0
85. Owatonna, Minn.	0	0	0	0.0	0.0
86. Watertown, Wis.	**0**	**3**	**0**	**0.0**	**0.0**
87. Fergus Falls, Minn.	0	0	0	0.0	0.0
88. Winfield, Kans.	0	0	0	0.0	0.0
89. Sault Ste. Marie, Mich.	**0**	**2**	**1**	**0.0**	**0.0**
90. Hawthorne, N. J.	0	0	0	0.0	0.0
91. East Moline, Ill.	0	0	1	0.0	0.0
92. St. Joseph, Mich.	0	0	1	0.0	0.0
93. Lamesa, Texas	0	0	0	0.0	0.0
94. Shelton, Conn.	0	0	0	0.0	0.0
95. Attleboro, Mass.	**0**	**1**	**1**	**0.0**	**0.0**
96. Ansonia, Conn.	**0**	**1**	**1**	**0.0**	**0.0**
97. Massena, N. Y.	0	0	0	0.0	0.0
98. Hornell, N. Y.	0	0	0	0.0	0.0
99. Mitchell, S. D.	**0**	**1**	**0**	**0.0**	**0.0**
100. Conneaut, Ohio	0	0	0	0.0	0.0
101. Ecorse, Mich.	**0**	**2**	**2**	**0.0**	**0.0**
102. Atchison, Kans.	**0**	**2**	**0**	**0.0**	**0.0**
103. Winnetka, Ill.	0	0	0	0.0	0.0
104. Marshfield, Wis.	**0**	**1**	**1**	**0.0**	**0.0**
105. Rye, N. Y.	**0**	**1**	**0**	**0.0**	**0.0**
106. Bristol, Va.	**0**	**1**	**0**	**0.0**	**0.0**
107. Virginia, Minn.	0	0	0	0.0	0.0
108. Rocky River, Ohio	0	0	0	0.0	0.0
109. Van Wert, Ohio	0	0	0	0.0	0.0
110. Cudahy, Wis.	0	0	0	0.0	0.0
111. Bowling Green, Ohio	0	0	1	0.0	0.0
112. Logan, Utah	**0**	**1**	**0**	**0.0**	**0.0**
113. Dyersburg, Tenn.	0	0	0	0.0	0.0
114. Bellefontaine, Ohio	0	0	0	0.0	0.0
115. Charles City, Iowa	**0**	**1**	**0**	**0.0**	**0.0**
116. Red Wing, Minn.	**0**	**1**	**1**	**0.0**	**0.0**
117. River Forest, Ill.	**0**	**1**	**1**	**0.0**	**0.0**
118. Bemidji, Minn.	0	0	0	0.0	0.0
119. Springfield Twp., Pa.	0	0	0	0.0	0.0
120. Cadillac, Mich.	**0**	**1**	**0**	**0.0**	**0.0**
121. La Salle, Ill.	**0**	**1**	**0**	**0.0**	**0.0**
122. Swampscott, Mass.	**0**	**1**	**0**	**0.0**	**0.0**
123. Two Rivers, Wis.	0	0	0	0.0	0.0
124. Winchester, Conn.	0	0	1	0.0	0.0
125. Beacon, N. Y.	**0**	**1**	**1**	**0.0**	**0.0**
126. Milford, Mass.	0	0	0	0.0	0.0
127. Bellaire, Ohio	**0**	**3**	**0**	**0.0**	**0.0**
128. West Lafayette, Ind.	**0**	**1**	**0**	**0.0**	**0.0**
129. Ridgefield Pk., N. J.	**0**	**1**	**1**	**0.0**	**0.0**
130. Stoughton, Mass.	**0**	**2**	**0**	**0.0**	**0.0**
131. Webster, Mass.	**0**	**1**	**0**	**0.0**	**0.0**
132. Derby, Conn.	0	0	0	0.0	0.0
133. Amherst, Mass.	0	0	1	0.0	0.0
134. Fairfield, Ala.	**0**	**1**	**0**	**0.0**	**0.0**
135. Watertown, Conn.	0	0	1	0.0	0.0
136. Modesto, Calif.	2	2	2	1.0	19.7
137. South Euclid, Ohio	1	1	0	1.2	11.1
138. Roseville, Mich.	1	0	1	1.3	10.8
139. Salisbury, N. C.	**1**	**4**	**3**	**1.3**	**8.5**
140. Austin, Minn.	1	0	0	1.3	7.4
141. Big Spring, Texas	1	1	0	1.3	9.9
142. Uniontown, Pa.	1	1	0	1.3	8.3
143. Fort Meyers, Fla.	1	0	0	1.3	13.0
144. Lodi, Calif.	1	0	0	1.3	12.4
All cities in this group				1.3	7.4
145. Westfield, N. J.	1	0	3	1.4	8.1
146. Niles, Mich.	1	0	1	1.4	13.1
147. Walla Walla, Wash.	1	0	1	1.4	7.1
148. Rock Hill, S. C.	**1**	**2**	**1**	**1.4**	**7.0**
149. Chicago Heights, Ill.	**1**	**2**	**0**	**1.4**	**13.9**
150. Hazel Park, Mich.	1	1	0	1.5	9.6
151. Richland, Wash.	1	0	0	1.5	7.8
152. Endicott, N. Y.	1	0	1	1.5	8.5
153. Kinston, N. C.	1	0	0	1.5	9.3
154. Ft. Pierce, Fla.	1	1	0	1.6	12.7
155. Vincennes, Ind.	1	0	0	1.6	9.1
156. Ames, Iowa	1	1	0	1.7	7.5
157. Rahway, N. J.	**1**	**4**	**3**	**1.7**	**8.0**
158. Minot, N. D.	1	0	0	1.7	7.8
159. Casper, Wyo.	2	0	0	1.7	14.5
160. Ottawa, Ill.	1	0	2	1.8	10.1
161. Goshen, Ind.	1	0	1	1.8	13.2
162 Aberdeen, S. D.	1	0	0	1.8	8.1
163. Ashland, Ohio	**1**	**2**	**0**	**1.9**	**12.0**
164. Mt. Vernon, Ill.	**1**	**2**	**1**	**1.9**	**11.0**
165. Cape Girardeau, Mo.	1	1	0	1.9	7.9
166. Peru, Ind.	1	0	0	2.0	12.9
167. Highland Park, Ill.	**1**	**6**	**0**	**2.0**	**8.3**
168. Ventura, Calif.	2	2	0	2.1	20.8
169. Napa, Calif.	2	0	1	2.1	22.4
170. Calumet City, Ill.	1	1	2	2.1	9.0
171. Alpena, Mich.	1	0	1	2.1	13.1
172. Xenia, Ohio	1	0	1	2.1	13.3
173. Las Cruces, N. M.	1	1	4	2.1	13.9
174. Elmwood Park, Ill.	**1**	**3**	**2**	**2.2**	**7.9**
175. San Marino, Calif.	1	1	0	2.2	15.3
176. Monroe, N. C.	**1**	**2**	**0**	**2.2**	**16.9**
177. Cedar Falls, Iowa	1	0	0	2.2	12.0
178. Astoria, Ore.	1	0	0	2.2	13.9
179. Suffolk, Va.	1	1	0	2.3	13.9
180. Edina, Minn.	1	0	0	2.3	7.8
181. North Adams, Mass.	**1**	**3**	**0**	**2.3**	**7.9**
182. Newton, Kan.	1	0	0	2.4	14.7
183. Faribault, Minn.	1	0	1	2.4	10.7
184. Brawley, Calif.	1	1	0	2.4	13.1
185. Mt. Pleasant, Mich.	1	0	0	2.4	15.0
186. Park Forest, Ill.	1	0	0	2.5	7.2
187. Boone, Iowa	1	1	1	2.5	14.0
188. Monrovia, Calif.	2	0	0	2.5	14.7
189. Muskegon Hts., Mich.	1	1	1	2.6	9.1
190. Sweetwater, Texas	1	1	0	2.6	12.6
191. Mamaroneck, N. Y.	1	0	0	2.6	22.9
192. La Mesa, Calif.	2	2	0	2.7	21.2
193. Gardner, Mass.	1	0	0	2.8	8.7
194. Wethersfield, Conn.	1	1	0	2.8	13.7

Turn Page

	Seven Months 1956	1955	1954	1956 Reg. Rate	1956 Pop. Rate
195. Beaver Dam, Wis.	1	0	1	2.8	14.4
196. Livonia, Mich.	**2**	**7**	**1**	**2.8**	**19.6**
197. Mankato, Minn.	2	0	1	2.8	18.2
198. So. Milwaukee, Wis.	1	1	0	2.9	13.3
199. Hopewell, Va.	1	1	1	2.9	11.4
200. Freeport, Ill.	2	0	0	3.0	15.2
201. Darien, Conn.	**1**	**5**	**1**	**3.0**	**14.5**
202. Mansfield, Conn.	**1**	**3**	**2**	**3.1**	**17.1**
203. Redlands, Calif.	**2**	**3**	**2**	**3.2**	**16.1**
204. Marinette, Wis.	1	1	1	3.3	12.0
205. Port Chester, N. Y.	2	0	2	3.3	14.3
206. Ironwood, Mich.	1	1	1	3.4	14.9
207. Westport, Conn.	2	2	2	3.4	29.3
208. Huntington, Ind.	2	0	0	3.5	22.7
209. Grosse Pte. Pk., Mich.	1	0	0	3.6	13.1
210. Orange, Calif.	**2**	**3**	**0**	**3.6**	**20.5**
211. Waukesha, Wis.	3	2	2	3.8	24.2
212. No. Miami, Fla.	**1**	**2**	**0**	**3.8**	**7.3**
213. El Cerrito, Calif.	2	0	2	4.1	15.5
214. Fort Thomas, Ky.	1	0	1	4.1	15.7
215. Stevens Point, Wis.	2	0	1	4.1	20.7
216. St. Clair Shores, Mich.	4	4	3	4.2	34.6
217. Ashland, Wis.	1	0	0	4.4	16.1
218. Fremont, Ohio	3	0	0	4.6	31.2
219. Niles, Ohio	2	1	1	4.8	20.4
220. Windham, Conn.	2	0	1	5.2	21.6
221. Garden City, Kan.	2	0	1	5.3	31.5
222. Killingly, Conn.	1	1	2	5.3	17.1
223. Donora, Pa.	1	0	0	5.4	14.0
224. Muscatine, Iowa	3	1	0	5.4	27.1
225. Corvallis, Ore.	3	0	0	5.6	31.7
226. W. Springfield, Mass.	3	1	2	5.7	25.2
227. Albion, Mich.	2	0	1	6.0	33.0
228. Vernon, Conn.	2	0	0	6.1	34.0
229. Wilmette, Ill.	3	0	0	6.2	28.2
230. Wallingford, Conn.	3	1	2	6.7	30.2
231. Ocala, Fla.	5	0	0	8.3	73.2
232. Southington, Conn.	2	2	0	8.4	26.2
233. River Rouge, Mich.	4	2	4	10.4	33.5
234. Windsor, Conn.	3	1	1	10.5	43.6
235. Branford, Conn.	**4**	**5**	**0**	**14.9**	**62.9**
236. Groton, Conn.	4	2	2	17.0	31.3
237. Stonington, Conn.	4	0	0	47.3	58.1
238. Enfield, Conn.	2	2	2	50.4	22.1
CANADIAN CITIES					
Toronto, Ont.	35	26	41		8.9
Vancouver, B. C.	22	12	12		10.9
Montreal, Que.	66	51	40		11.1

MOTOR-VEHICLE INJURIES

Thirty-one states and the District of Columbia reported more injuries during the first five months of 1956 than for the same period last year. Two states—Georgia and Utah—recorded fewer injuries.

For five months or less 42 states and the District of Columbia reported. Thirty-nine states and the District tallied more injuries. Only three states counted fewer.

For the entire reporting period, 29 states and the District listed more traffic deaths, 11 counted fewer, and two states reported no change from last year.

MOTOR-VEHICLE DEATHS AND INJURIES, BY STATES 1956 and 1955

	Months Reported **	Deaths 1956	Deaths 1955	Injuries 1956	Injuries 1955	% Change 1955 to 1956 Deaths	% Change 1955 to 1956 Injuries	1956 Ratio of Injuries to Deaths
TOTAL U.S.	—	12,148	11,251	433,796	387,704	+ 8	+12	36
Ala.	5	356	297	2,311*	1,768*	+20	+31	6
Ariz.	2	77	57	1,199	1,099	+35	+ 9	16
Ark.	5	167	122	1,137	904	+37	+26	7
Calif.	5	1,380	1,148	50,439	46,875	+20	+ 8	37
Colo.	5	137	125	3,897	3,506	+ 5	+11	28
Conn.	3	64	74	4,458	3,688	—14	+21	70
Del.	5	33	37	953	927	—11	+ 3	29
D. of C.	5	27	21	2,886	2,528	+29	+14	107
Fla.	2	195	167	5,618	4,377	+17	+28	29
Ga.	5	427	362	3,958	4,101	+18	— 3	9
Idaho								
Ill.	5	769	787	34,318	31,056	— 2	+11	45
Ind.	5	426	411	14,451	13,011	+ 4	+11	34
Iowa	4	198	164	5,686	5,626	+21	+ 1	29
Kan.	5	247	220	4,055	3,868	+12	+ 5	16
Ky.	5	257	297	5,072	4,630	—13	+10	20
La.	2	117	85	1,224	1,334	+38	— 8	10
Maine	5	44	39	962	893	+13	+ 8	22
Md.	5	190	196	8,032	6,221	— 3	+29	42
Mass.	3	114	109	22,336	17,023	+ 5	+31	196
Mich.	5	649	631	22,956	21,649	+ 3	+ 6	35
Minn.	5	164	203	8,034	7,048	—19	+14	49
Miss.	5	198	180	2,573	2,398	+10	+ 8	13
Mo.	5	421	343	4,331	4,141	+23	+ 5	10
Mont.	4	48	57	870	733	—16	+19	18
Neb.	5	115	118	3,278	3,075	— 3	+ 7	29
Nev.								
N. H.	5	30	46	2,093	1,816	—35	+16	70
N. J.	5	304	286	21,149	19,434	+ 6	+ 9	70
N. M.	5	140	112	1,539	1,331	+25	+16	11
N. Y.	4	602	546	66,035	59,211	+10	+12	110
N. C.	5	424	400	7,129	6,465	+ 6	+10	17
N. D.	4	25	30	491	447	—17	+10	20
Ohio	5	755	702	29,324	25,699	+ 8	+14	39
Okla.	5	244	214	5,112	4,805	+14	+ 6	21
Ore.	5	151	134	5,939	5,543	+13	+ 7	39
Pa.	5	678	597	32,492	28,261	+14	+15	48
R. I.								
S. C.	5	260	247	4,668	4,170	+ 5	+12	18
S. D.	5	62	62	896	626	0	+43	14
Tenn.	5	279	297	4,575	3,923	— 6	+17	16
Texas	5	938	941	23,490	21,148	0	+11	25
Utah	5	78	71	1,774	1,830	+10	— 3	23
Vt.	5	32	23	1,001	971	+39	+ 3	31
Va.								
Wash.	5	174	149	8,034	7,193	+17	+12	46
W. Va.	5	152	144	3,023	2,352	+ 6	+29	20
Wis.								
Wyo.								

*Rural injuries only.
**Death and injury totals cover the months reported by all states as indicated in this column.

Traffic Toll

From Page 33

In July, 440 cities reported perfect no death records. The three largest of these were Rochester, N. Y. (332,500); Toledo, Ohio (303,600), and Oklahoma City, Okla. (243,500).

For the seven-month period 181 cities still maintained perfect traffic death records. The largest of these were Reading, Pa. (109,300); second largest, Utica, N. Y. (101,500), and third largest, Pawtucket, R. I. (81,400).

The three leading cities in each population group at the end of seven months, ranked according to the number of deaths per 10,000 registered vehicles were:

Population Group	1956 Reg. Rate	1956 Pop. Rate
Over 1,000,000		
Detroit, Mich.	**3.1**	**11.5**
Chicago, Ill.	**3.3**	**8.9**
Los Angeles, Calif.	**3.5**	**17.0**
750,000 to 1,000,000		
San Francisco, Calif.	**2.8**	**9.9**
Washington, D. C.	**2.8**	**7.0**
Cleveland, Ohio	**3.4**	**11.4**
500,000 to 750,000		
Dallas, Texas	**1.1**	**5.0**
Minneapolis, Minn.	**1.4**	**5.6**
Houston, Texas	**1.9**	**8.4**
350,000 to 500,000		
Denver, Colo.	**1.5**	**7.4**
Indianapolis, Ind.	**2.0**	**10.1**
Kansas City, Mo.	**2.1**	**8.3**
200,000 to 350,000		
Rochester, N. Y.	**0.6**	**2.6**
Wichita, Kan.	**0.8**	**4.8**
Oklahoma City, Okla.	**1.1**	**6.3**
100,000 to 200,000		
Reading, Pa.	**0.0**	**0.0**
Utica, N. Y.	**0.0**	**0.0**
Rockford, Ill.	**0.0**	**1.6**
50,000 to 100,000		
Evanston, Ill.	**0.0**	**0.0**
Pawtucket, R. I.	**0.0**	**0.0**
Wilkes Barre, Pa.	**0.0**	**0.0**
25,000 to 50,000		
Battle Creek, Mich.	**0.0**	**0.0**
Las Vegas, Nev.	**0.0**	**0.0**
Billings, Mont.	**0.0**	**0.0**
10,000 to 25,000		
Birmingham, Mich.	**0.0**	**0.0**
Hollywood, Fla.	**0.0**	**0.0**
Mt. Clemens, Mich.	**0.0**	**0.0**

The man who named Tombstone, Arizona

THE SURPRISED government scout from Camp Huachuca reined his horse to a stop at the sight of Ed Schieffelin. And when Schieffelin admitted he was actually living and prospecting in Apache country, the scout warned him, "All you'll ever find'll be your tombstone."

But Schieffelin didn't scare easy. When he struck a silver lode in the desolate, dangerous hills of Arizona Territory, he called his first mine "Tombstone." And, unknowingly, he gave a name to a borning, brawling community soon to be notorious as one of frontier America's tough towns.

The Tombstone mine itself never amounted to anything. But Schieffelin just kept on prospecting – and within a few years, he turned out to be a millionaire. The hills he had risked his life in were practically made of silver.

Today's Ed Schieffelins are hunting uranium ore with Geiger counters, but their spirit is the same. And it is only part of the spirit of 165 million Americans who stand behind U. S. Series E Savings Bonds—who, by being the people they are, make these Bonds one of the finest investments in the entire world.

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The Need Was Never Greater

From Page 6

3. *Work with State Departments.* To help identify and strengthen any weak spots in their operations; and, where requested, arrange for expert surveys and development of recommendations for improved efficiency;

4. *Professional Surveys.* Upon request from city or county authorities, arrange for professional surveys of local governmental departments or functions for the purpose of up-grading operations relating to traffic control and safety in such operations as:

   Traffic Courts;
   Police Agencies;
   Traffic Engineering;

   Also to arrange for professional studies of local city traffic ordinances with section by section comparisons with the recommended Model Traffic Ordinance.

5. *Motor Fleet Transportation.* Work with leaders of the motor fleet industry and other commercial vehicle interests, and with trucking and commercial vehicle associations—encouraging their participation in activities of the several Advisory Conferences and operating divisions of the Foundation in all matters relating to motor fleet and other commercial vehicle operations;

6. *Research.* Work with universities, and promote research studies on basic causes of accidents;

7. *School Safety Education.* Where present programs are sub-standard, work in cooperation with the school authorities, and with private organizations directly concerned, toward adoption of complete classroom instruction in traffic safety, and behind-the-wheel driver training in high schools;

8. *Grants-in-Aid.* One of the special purposes of the Foundation is to assist—without impairment of local autonomy—community, county and area chapters and local safety councils in the development of traffic safety programs; and to make financial grants to local councils under policies to be established by the Executive Committee of the Foundation.

Citizens' Safety Organization Statewide and Local

For control of accident hazards and substantial reductions in traffic deaths and injuries there is urgent need for united action by all responsible official agencies and non-official organizations and groups within the state. Many aspects of the traffic problem require organized activities that are statewide in scope—that is the field for which the Foundation's program is especially designed.

Cooperative local action—both official and non-official—is essential to deal with hazardous conditions at the places of traffic accident occurrence; and to reach more closely the people whose lives and property are at stake. Nationwide experience has shown that community and area safety organizations, where well organized, adequately financed and well managed, are effective instruments for generating public support for sound official safety measures, and for molding public opinion in favor of safer driving and walking habits.

Our existing Class "A" councils are completely separate, autonomous entities, bound to the Foundation only by ties of common interest. Any additional Class "A" councils that may be established with the assistance of the Foundation will be separate, autonomous organizations.

Both the Foundation and the respective Class "A" local safety organizations require adequate financial as well as moral support for their independent operations, each in its own field.

Local safety councils operating under volunteer administration, or with part-time salaried help, and having comparatively small budgets, also need proportionate financial aid and assistance in conducting their safety programs.

Sound Comprehensive Program

A comprehensive, sound and practical traffic safety program is being organized by the Foundation, with the advice and counsel of many experienced leaders, officials and experts in the several fields. The approved budget covering operations of the Foundation for the current year approximates $300,000. Program items mentioned by no means include all the activities planned or contemplated. They are merely indicative of the kind of all-inclusive program that will be developed progressively.

We now have in California, through the creation of the Traffic Safety Foundation, a well conceived citizens' traffic safety organization strongly backed by representative leaders of civic and business life. It is modeled upon the recommendations of the White House Conference on Highway Safety, The President's Committee for Traffic Safety, the Business Advisory Panel of that Committee, and designed to help generate statewide citizen support for application of the Action Program. *The need was never more urgent.*

THE END

PROMPT ACTION CAN SAVE LIVES

when respiratory emergencies occur, such as heart attack, shock, fume inhalation, etc., prompt action with the effective, easy-to-use

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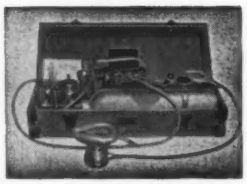

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Kraft Takes Position With Air Safety Unit

Merwyn A. Kraft, director of the National Safety Council and immediate past chairman of the Council's Traffic and Transportation Conference, has joined the staff of the Flight Safety Foundation, Inc., 468 Fourth Avenue, New York City, where he will coordinate a research project being carried on by the Foundation for the Civil Aeronautics Administration in the field of physical standards for aviation personnel.

The Flight Safety Foundation is a not-for-profit organization devoted solely to safety in aviation.

Mr. Kraft has been director of the Department of Personnel and Accident Prevention of the American Transit Association, which he has been associated with for the past 18 years.

Long identified with the National Safety Council's Transit Section, he spearheaded the development of scientific personnel procedures for the transit industry, including selection and employment of operating personnel. He developed the "Case Interview Plan for Administration of Discipline," and was author or co-author of various manuals designed to instruct personnel men in the use of these procedures.

He is a member of the Commission on Accidental Trauma of the Armed Services Epidemiological Board, and is chairman of the research committee of the Advisory Council to the President's Committee for Traffic Safety.

Mr. Kraft is a member of the National Committee on Urban Transportation, Institute of Traffic Engineers, Highway Research Board, National Committee on Uniform Traffic Accident Statistics, National Committee on Uniform Laws and Ordinances, Greater New York Saftey Council, Theodore M. Matson Memorial Fund, Inc., International Association of Chiefs of Police, American Society of Safety Engineers, and American Management Association.

Passenger Accidents and Vehicle Design

From Page 16

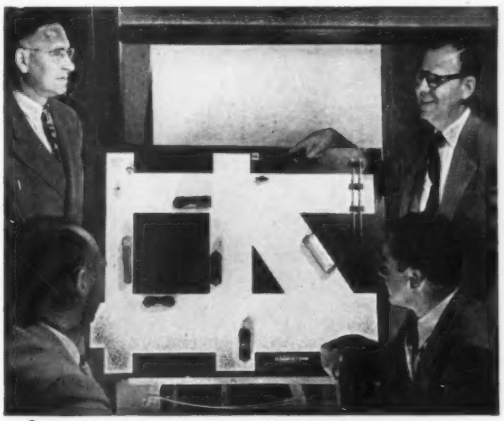
have the problem licked. Time unfortunately does not permit a detailed discussion of each of the steps which should be taken, but generally speaking a programme of action should include:—

1. *Driving Training*—stressing the importance of smooth operation, the care of passengers, and the multitude of safe operating practices which will prevent practically all types of passenger accidents. Many of these practices are well summarized in the National Safety Council booklet "Passenger Safety."
2. *Driver Supervision* — thorough personal checks by instructors to correct bad braking habits, faulty curbing practices, etc. as revealed by the analysis of passenger accidents.
3. *Use of the ATA Accident Classification*—to show where the trouble actually lies, and to direct attention to the most pressing items in their proper sequence.
4. *Adoption of a Uniform Method of Comparison*—both for our own individual use and for the exchange of information on mutually pressing problems between different properties.
5. *Passenger Education*—Passengers must be taught how to protect themselves, without at the same time implying the transit vehicle is a dangerous one to ride on. To-day's traffic is rough and heavy, and there are plenty of sudden stops, starts, turns and other hazards necessarily connected with public transportation. Passengers must be taught to take intelligent precautions for their own safety when riding on transit vehicles, and must not leave the whole job up to the operator.
6. *Network of Passenger Supports*—evaluate all items of the network of passenger supports in relation to their effectiveness in preventing the various types of passenger accidents for which each has been designed and provided.
7. *Passenger Accident Study Committee*—set up a committee composed of representatives of the American Transit Association and the National Safety Council to clearly establish the complete facts of the extent and nature of all phases of the passenger accident problem.
8. *Equipment Design Committee*—set up a committee composed of representatives of the transit industry and the manufacturers of transit vehicles to design passenger safeguards which will actually prevent passenger accidents.

Conclusion

We need the collective thinking of all transit members and manufacturers concerned to solve this problem. Once we get all the facts, analyze them intelligently, develop recommendations on the basis of such information, and maintain constant supervision to make sure the recommendations are effective, we cannot fail to reduce the present high toll of passenger accidents.

THE END



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TRADE PUBLICATIONS

There is a wealth of valuable and interesting information in the catalogs and publications listed below. They form splendid additions to your reference library, affording an opportunity to keep abreast of safety equipment. The coupon below will bring FREE to those responsible for the recommendation or purchase of equipment any or all of the catalogs listed.

1. "El-Tec Electronic-Traffic Emergency Control": This four-page folder describes the four basic prerequisites of simplicity, control, flexibility and economy required of an emergency traffic control system. Nontechnical in its treatment, the literature is designed to answer the type of queries made by city governments, police and fire departments to the company's field sales force. Illustrated liberally with actual photographs of the equipment and its actual application. *Electronic Protection, Inc.*

2. "A New Fire Extinguisher for Truck Tire Fires": 10-page manual describes tests that were conducted on burning tires, and tells how the test showed that the Karbaloy extinguisher proved to be the most effective against tire fires. *Fyr-Fyter Co.*

3. Highway Railings: Booklet describes Alcoa aluminum highway railings available for bridges and roadways. Design suggestions to foster practical and economical usage of aluminum in these applications are also presented. Describing applications from Alaska to Texas, the booklet points up the freedom from maintenance and the resistance to atmospheric attack of aluminum railings. *Aluminum Company of America.*

4. Visual Warning Signal: Information on the "Gyralite" flashing visual warning signal for accident-prevention and commercial attention-getting purposes is available in a new bulletin prepared by the manufacturer. Mounted in a heavy cast aluminum housing, it flashes 96 times a minute in red, clear or colored light. It is recommended for railroad trains, shop trucks, open manholes, emergency vehicles, open work areas, school crossings. *Pyle National Co.*

5. Electric Fan Clutches: A technical report which is a thorough analysis of the engineering features and operating advantages of custom-engineered fan clutches, now available for internal combustion engines on trucks, automobiles, construction machinery, and a variety of stationary equipment is available. This report lists the advantages gained through the application of a fan clutch to an engine, such as reduction in fuel consumption, increase in power, quieter operation, and faster warm-up—then discusses the engineering reasons for these advantages. Tabulations show the average horsepower consumption of the fan on a truck engine as well as the average length of time the fan is engaged during a driving test. *Warner Electric Brake & Clutch Co.*

6. Traffic Paint: Specification data covering traffic and maintenance paints are given in the new "Specification Guide." Traffic marking paint specifications listed take into consideration the standards of the American Society for Testing Materials. The data presented cover both white and yellow, reflectorized and non-reflectorized traffic paints. In addition, there are recommended specifications for rust-inhibiting metal primers, exterior enamels for metal, exterior ready-mixed aluminum paints, park bench finishes and guard rail paints. *Sherwin-Williams Co.*

7. Ice Control Spreading Equipment: A new ice control catalog illustrates and describes truck-mounted spreader bodies, tail gate spreaders, dump body spreaders, pull type spreaders, gravity feed spreaders, and spreaders for use on converted buses. *Baughman Mfg. Co.*

8. Accident Illustration: Simple and effective device makes is possible to record graphically accident situations. Stamps cut in shape of trucks, cars, buses and symbol for pedestrians, etc., enable you to recreate scene. For accident surveys and legal diagrams. *Forbes Stamp Co.*

9. Ice and Snow Removal: Booklet discusses the use of rock salt for the removal of ice and snow from streets and highways. *Morton Salt Co.*

10. Reflective Marking Materials: Catalog describes a complete line of reflectorizing products for applying "safety" to roads, signs or obstructions on highways, city streets, at industrial installations etc. *Prismo Safety Corp.*

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PUBLIC SAFETY OCTOBER, 1956

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Short Courses At NUTI

Four short courses in the technical areas of police traffic supervision will be offered this fall at the Traffic Institute of Northwestern University, Evanston, Ill.

"Accident Investigation" and "Traffic Law Enforcement," beginning Oct. 8 and 22, will last three weeks each.

They will emphasize ways of improving, through better training and supervision, the amount and kind of information gathered at accident scenes and the quality of the department's enforcement program.

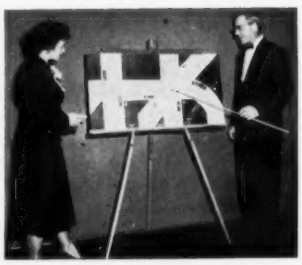
Both may be completed within a five-week period. Tuition for either course is $135; for both: $205.

"Traffic Law for Police," a three-week course beginning Nov. 26, will offer practical training for supervisory police officers in problems of law: traffic, criminal and civil.

"Chemical Tests for Intoxication," to be offered Dec. 17-21, is open to technicians and other persons from police, health, and medical departments who may be called upon to determine degree of intoxication of drivers and pedestrians.

MAGNETIC

"VIZ-U-LIZER"



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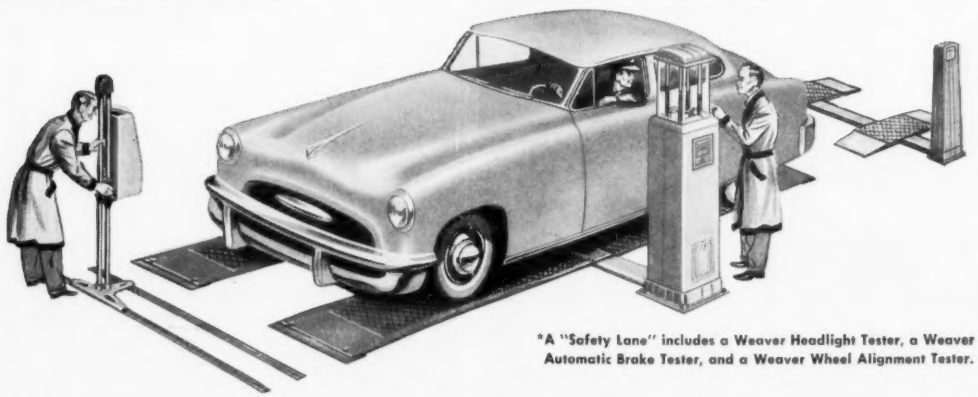
Write, wire, or phone today for full facts on a proven inspection program that works. In the meantime, urge all motorists to have their vehicles inspected at their own service shops at regular intervals.



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